

**Representation of Feminist Agenda in Charlie's Angels (2019)**



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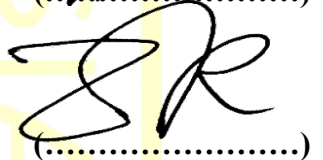
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Thus, I truly agree with this remark.

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Sincerely,



Haekal Jaelani Muhammad

## **MOTTO**

“When in doubt, just go for it.”

- someone

“A bad experience is an experience nonetheless,  
it is much better than doing nothing.”

- someone

“If eternity doesn’t exist, then these terrible times can’t last forever.”

- 羊文学 (Hitsujibungaku)

## **DEDICATION**

I dedicate this final thesis to my beloved parents and sister who gave me unconditional love and support. Without them, I would not have been able to complete this.

## FOREWORD

بِسْمِ اللَّهِ نَمَحْرِلَا مِجْرِلَا

*Assalamu'alaikum Wr.Wb*

I want to express my most gratitude to the God Almighty, Allah SWT, for all the blessings, guidance, health, and grace so that I can complete this thesis.

The thesis titled “Representation of Feminist Agenda in Charlie’s Angels (2019)” is a semiotic analysis of the movie Charlie’s Angels (2019). This thesis is submitted to obtain my bachelor’s degree from the Communication Studies Department, Faculty of Psychology and Socio-Cultural Science, Universitas Islam Indonesia.

This thesis was only successful with the support of my beloved parents and sister. I would also like to express my gratitude to Mrs. Ida Nuraini Dewi Kodrat Ningsih, S.I.Kom., M.A. for her kindness and guidance as this thesis’ supervisor. Without her help and advice, I would not have been able to complete this thesis in time.

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10. All parties who cannot be mentioned individually have helped the author complete this final assignment.

***Wassalamu’alaikum Warrahmatullahi Wabarakatuh***

Warm Regards,

A handwritten signature in black ink, appearing to read 'Haekal Jaelani Muhammad', with a long horizontal line extending to the right.

Haekal Jaelani Muhammad

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## ABSTRACT

**Jaelani, Haekal (2024). Representation of Feminist Agenda in Charlie's Angels (2019). Department of Communication, Faculty of Psychology and Socio-Cultural Studies, Universitas Islam Indonesia.**

This study investigates the representation of feminist themes in the 2019 film *Charlie's Angels* using Roland Barthes's semiotic research method. The film is analyzed for its emphasis on the message "Women can do anything," as stated by one of the main characters, Sabina, at the start of the film. Through the analysis of eight specific scenes, the researcher concludes that the film boldly portrays liberal feminist values and challenges traditional gender norms. The female main characters—Sabina, Jane, Elena, and Bosley—are depicted as capable, empowered, and skilled across various traditionally male-dominated fields. They are shown as possessing exceptional abilities without realistic flaws or struggles, fitting the profile of "Mary Sue" characters. This representation reinforces the feminist agenda of the film, emphasizing strength, intelligence, and resourcefulness, while challenging stereotypes and advocating for gender equality. The film serves as a strong example of how contemporary cinema can advance feminist ideals and challenge conventional depictions of gender roles.

**Keywords:** *Charlie's Angels (2019), feminism, liberal feminism, representation, gender equality*

## ABSTRAK

Penelitian ini menyelidiki representasi tema-tema feminis dalam film *Charlie's Angels* dengan menggunakan metode penelitian semiotika Roland Barthes. Film ini dianalisis untuk mengetahui penekanannya pada pesan "Perempuan bisa melakukan apa saja," seperti yang dinyatakan oleh salah satu karakter utama, Sabina, di awal film. Melalui analisis terhadap delapan adegan tertentu, peneliti menyimpulkan bahwa film ini dengan berani menggambarkan nilai-nilai feminis liberal dan menantang norma-norma gender tradisional. Karakter utama perempuan-Sabina, Jane, Elena, dan Bosley-digambarkan sebagai sosok yang cakap, berdaya, dan terampil dalam berbagai bidang yang secara tradisional didominasi oleh laki-laki. Mereka ditampilkan memiliki kemampuan luar biasa tanpa kekurangan atau perjuangan yang realistis, sesuai dengan profil karakter "Mary Sue". Representasi ini memperkuat agenda feminis dari film ini, yang menekankan pada kekuatan, kecerdasan, dan sumber daya, sekaligus menantang stereotip dan mengadvokasi kesetaraan gender. Film ini menjadi contoh kuat bagaimana sinema kontemporer dapat memajukan cita-cita feminis dan menantang penggambaran peran gender yang konvensional.

**Kata kunci:** *Charlie's Angels (2019), feminisme, feminisme liberal, representasi, kesetaraan gender*

# CHAPTER I

## INTRODUCTION

### A. Background

Movies, or films as they are also called, are a fascinating form of storytelling that combine various art forms and technology to create a unique entertainment experience. Bordwell and Thompson (2010) note that films typically combine visual elements such as cinematography, lighting, and production design with sound, music, and dialogue to create a narrative that can engage and move audiences. Initially, movies were silent and relied on visual storytelling to convey their message. Cook (2004) explains that the earliest films were typically short and experimental, often depicting everyday scenes and activities. However, as technology advanced and the medium grew in popularity, films became longer and more intricate. The inclusion of sound revolutionized the medium, enabling more advanced storytelling and the incorporation of music and dialogue. Throughout the 20th century, movies continued to evolve and became an essential part of popular culture. Mast and Kavin (2017) describe how films began to incorporate more complex narratives and themes, often exploring social issues and reflecting the cultural and political context of their time. As technology continued to improve, films also became more visually stunning, with directors and cinematographers experimenting with new techniques and styles. Today, movies incorporate new technologies like virtual reality, 3D imaging, and motion capture, and they continue to be a major source of entertainment and artistic expression. Despite the challenges posed by streaming services and the COVID-19 pandemic, the film industry is still thriving, and it remains an essential part of our culture.

One example of a film that reflects the evolving nature of the medium and aims to challenge traditional norms is "Charlie's Angels". Director Elizabeth Banks has spoken openly about her desire to create a film that challenges traditional gender roles and celebrates the strength and resilience of women. In an interview with The Hollywood Reporter, she stated that "We need stories that show women as leaders, as decision-makers, as people who are taking action and making change

in the world." (Schaffstall, 2019). The film's cast and crew also worked to promote diversity and inclusivity both on and off-screen, with a focus on casting women of different races, ages, and body types. The film's soundtrack, which features female artists from around the world, was also praised for its celebration of female empowerment and global solidarity. At its core, "Charlie's Angels" is an action-packed adventure that seeks to entertain audiences with thrilling stunts, witty humor, and a diverse cast of strong female characters. However, the film also aims to convey a broader message about the power of female solidarity and the importance of empowering women to take on leadership roles in traditionally male-dominated fields.

The film represents not only human life but also social phenomena, one of which is feminism. According to Hooks (2014), Feminism is a movement that seeks to achieve gender equality through campaigning for women's rights, opposing patriarchy, and combating gender-based discrimination. The film, featuring empowered and competent female protagonists, exemplifies the concept of gender equality and challenge conventional gender norms. Gender norms and expectations have changed over time and differ across cultures and societies. The development of these norms is a complex process influenced by historical, cultural, social, and economic factors. Traditional gender norms have often been rooted in patriarchal systems, where men held positions of power and women were assigned domestic and subordinate roles. These norms have been perpetuated through generations via social institutions like family, education, religion, and media.

Moreover, the film strongly highlights liberal feminist principles, advocating for gender equality within existing societal structures. The Angels, hailing from diverse backgrounds, each grapple with distinctive challenges influencing their perspectives on the world. The movie explores the convergence of their commonalities and differences, underscoring the significance of inclusivity and diversity in propelling the feminist cause. Additionally, the film explores the theme of agency and empowerment by portraying the Angels as physically strong, intelligent, and decisive decision-makers, challenging the stereotype that women are inherently passive. This portrayal asserts that women possess the capacity to take charge and assume leadership roles in their lives.

Liberal feminism seeks gender equality through legal and societal reform, stressing equal opportunities for both men and women in various life spheres. In the 2019 film "Charlie's Angels," liberal feminist ideals take center stage, addressing the challenges encountered by women from diverse backgrounds. The film draws inspiration from liberal feminist thinkers such as Betty Friedan and Gloria Steinem, advocating for the dismantling of gender-based barriers and the attainment of equality within established structures. This viewpoint recognizes the necessity for systemic changes in laws and social norms to address gender disparities.

"Charlie's Angels" incorporates liberal feminist principles by featuring a diverse cast of female characters from various racial and ethnic backgrounds, each with unique sexual orientations and abilities. The film sheds light on the diverse challenges these characters face based on their individual backgrounds and experiences. For instance, Sabina (Kristen Stewart) is portrayed as a woman embracing her autonomy and challenging societal norms, while Jane (Ella Balinska) confronts gender biases in her professional life.

The film also delves into liberal feminist ideals through its plotline, revolving around a technology with both positive and negative potential. The antagonistic characters seeking to exploit this technology are not limited by gender, reflecting a broader critique of societal norms and structures perpetuating inequality.

In aligning with liberal feminism, "Charlie's Angels" echoes the perspectives of feminist thinkers like Betty Friedan and Gloria Steinem, advocating for the dismantling of institutional barriers to achieve gender equality. The film's emphasis on women's agency and their ability to challenge oppressive forces resonates with the liberal feminist viewpoint, stressing the need for legal and societal reforms to ensure equal opportunities for women. Throughout the movie, the Angels collectively confront various forms of discrimination and gender-based biases. Additionally, the film underscores the vital role of diverse representation and inclusivity in advancing the liberal feminist agenda, portraying the Angels as a

diverse group of women leveraging their strengths and perspectives to break down barriers.

In recent years, the cinematic landscape has witnessed a heartening surge of feminist films that boldly challenge traditional gender roles and celebrate the remarkable power of female empowerment. Greta Gerwig's 2023 live-action adaptation of *Barbie* stands as a shining example of this transformative trend. The film embarks on an extraordinary journey with Barbie (Margot Robbie), a spirited and unconventional inhabitant of Barbieland, a utopian society where conformity reigns supreme. When Barbie's unique individuality clashes with the rigid expectations of her perfect world, she finds herself exiled to the real world, a realm teeming with diversity, challenges, and opportunities for personal growth.

Contrary to the stereotypical bimbo image often associated with the Barbie doll, Gerwig's portrayal presents a refreshingly multifaceted character. Barbie is not defined solely by her physical appearance or her relationship with the charming but conventional Ken. Instead, she emerges as an intelligent, ambitious, and self-assured individual, constantly evolving and embracing her true self.

Gerwig's film employs a clear contrast between the artificial world of Barbieland and the complexities of the real world to challenge traditional gender stereotypes. In Barbieland, men are depicted as submissive and women are expected to conform to a restrictive definition of beauty. The real world, however, presents women with the challenges of discrimination and sexism. Yet, "*Barbie*" does not shy away from the harsh realities that women encounter; instead, it empowers its audience with a message of hope, resilience, and unwavering belief in one's potential.

The film's emphasis on self-acceptance carries profound significance, particularly for young girls navigating a world saturated with unrealistic beauty standards and societal pressures to conform. Barbie emerges as a beacon of positivity, demonstrating that embracing one's individuality and defying societal expectations are not only acceptable but also empowering.

"Barbie" is not merely a children's film; it is a captivating and thought-provoking cinematic experience that resonates with audiences of all ages. Gerwig's masterful direction, coupled with Robbie's captivating performance, breathes new life into the iconic character, transforming her into a symbol of female empowerment and self-acceptance. The film's message is clear and unwavering: embrace your individuality, challenge societal norms, and fearlessly pursue your dreams.

In a world yearning for stories that celebrate female empowerment, "Barbie" stands as a triumphant testament to the power of self-discovery and the transformative potential of female empowerment. It is a must-see for anyone who believes in the importance of individuality, the strength of female voices, and the endless possibilities that lie within each of us. When choosing a film for research on a subject such as feminism, it is crucial to take into account the film's social significance and influence.

Elizabeth Banks' *Charlie's Angels* (2019) is a particularly compelling choice for this type of research due to its overt representation of feminist ideals and values. The film depicts female characters as strong, capable, and independent, rejecting traditional gender roles and stereotypes. This aligns with the core values of feminism, which aims to promote equality and empowerment for all genders.

Moreover, the film *Charlie's Angels* released in 2019 represents a contemporary interpretation of the classic 1970s TV series and the 2000 film adaptation, both of which also showcased strong female leads. However, the 2019 film takes the concept further, incorporating liberal feminism by emphasizing the equality of opportunities and rights for women in various spheres. The movie delivers a powerful message about breaking down traditional gender norms and advocating for women's equal participation in traditionally male-dominated fields.

The main theme of the movie "Charlie's Angels" (2019) is the strength of female unity and the significance of empowering women to assume leadership roles in diverse aspects of life. The film challenges preconceived gender roles and celebrates the resilience and capabilities of women. It aligns with the principles of liberal feminism, as articulated by Susan Moller Okin, which focus on dismantling

societal structures that perpetuate gender-based discrimination and advocating for equal opportunities for women (Okin, 1989). The film embodies liberal feminist ideals by portraying women as competent and empowered individuals, capable of excelling in various roles without being limited by their gender.

The film incorporates liberal feminism through its portrayal of female characters who assert their agency in different contexts and challenge societal expectations. It underscores the importance of dismantling barriers that hinder women's progress and promotes the idea that women should have equal access to opportunities, education, and leadership positions. The narrative encourages viewers to rethink traditional gender norms and supports the idea that feminism should be a driving force for societal progress.

Despite the positive message of women's empowerment and gender equality, some critics argue that the film overly emphasizes a liberal feminist agenda, suggesting that it distracts from the overall cinematic quality and entertainment value. While the movie's commitment to promoting gender equality is commendable, some viewers feel that the message is delivered didactically, detracting from the depth of the plot and character development. Additionally, critics contend that the portrayal of male characters in the film is overly simplistic, potentially reinforcing stereotypes and undermining the liberal feminist narrative. The film received mixed reviews from critics and audiences, with some praising the feminist themes and others criticizing the film for being too heavy-handed or lacking substance. However, the fact that the film sparked conversations and debates about feminism and representation in media is a testament to its impact and relevance in today's society. The purpose of this study is to analyze the feminist agenda presented in the film "Charlie's Angels" (2019). By examining the explicit feminist themes and liberal representation of women in the movie, as well as considering the mixed reviews and criticisms it received, this study aims to explore the cultural relevance of "Charlie's Angels" and its contribution to ongoing discussions on gender equality and women's empowerment. It is important to note that while the study assumes the existence of explicit feminist themes in "Charlie's Angels" and their potential to challenge traditional gender roles and stereotypes, the interpretations and opinions surrounding these themes may vary among

different individuals and critics. This research aims to contribute to the expanding body of knowledge concerning female representation in popular media and foster discussions on women's empowerment, gender equality, and the role of media in shaping societal narratives. By concentrating on the movie "Charlie's Angels" (2019), this study seeks to provide insightful observations into how the film represents the feminist agenda and its potential implications for diverse audiences and the wider cultural context. In conclusion, this research will aim to focus on feminist agenda in movies specifically in "Charlie's Angels" (2019) using Roland Barthes semiotic analysis methodology (Denotation – Connotation – Myth) by analyzing scenes and signs from the movie and identifying the representations and its meaning or message.

## **B. Research Question**

In regard to the study background, the following problems can be found:

1. How does Charlie's Angels (2019) represent feminism?

## **C. Research Purpose**

The following are the research objectives:

1. Analyzing several scenes and understanding how the movie represented feminism.

## **D. Research Benefits**

### **1. Academic Benefits**

By conducting research on this topic, it contributes to academic literature through scholarly articles, papers, or conference presentations. Examining the feminist agenda in "Charlie's Angels" can add to the existing body of knowledge, offering new insights, theoretical frameworks, or perspectives on feminist representation in film.

## **2. Practical benefits**

Researching the feminist agenda in "Charlie's Angels" can increase cultural awareness by promoting discussions on gender equality, representation, and empowerment. It can inspire individuals to challenge gender stereotypes, and promote inclusivity.

## **E. Literature Review**

In the realm of modern film, the intersection of feminist ideas and popular culture has become an increasingly important area of research. This research aims to analyze the various interpretations, criticisms, and discussions surrounding the portrayal of feminist ideas in "Charlie's Angels" through a review of academic writings. By delving into these sources, the review seeks to illuminate how the film represents the feminist agenda.

### **1. Previous Research**

The researcher will be looking into other researches that have been done in the past to try and find similarities.

#### **a. 'This Is a Forced Feminist Agenda': IMDb users and their understanding of feminism negotiated in the reviews of superheroine films**

Research was conducted by Alžběta Budířská from Linnaeus University with the title 'This Is a Forced Feminist Agenda': IMDb users and their understanding of feminism negotiated in the reviews of superheroine films in 2021. The main focus of this thesis is to explore how users on Internet Movie Database (IMDb) engage with feminism when evaluating four superheroine films which includes "Wonder Woman (2017), Captain Marvel (2019), Birds of Prey: The Fantabulous Emancipation of One Harley Quinn (2020) and Wonder Woman 1984 (2020).

This study, based on a large collection of over 18,000 reviews, analyzes the prevalence of feminism as a topic in these reviews, the specific words and themes commonly associated with it, and how reviewers reflect the wider discourse surrounding superheroine films. Additionally, it examines the role of IMDb as a platform for hosting these reviews. The findings show that feminism is still perceived as an anti-male movement, with female-led films shielded from criticism by the mainstream media due to the lead's gender, superheroines being criticized for being overpowered, particularly when there is no equal male supporting character, and perceived feminist messaging being written off as a forced political agenda or an insincere cash grab made by corporates. It also presents IMDb as a forum characterized by strong polarization, where individuals tend to categorize 1-star and 10-star ratings as reflections of opposing political ideologies (such as antifeminist versus feminist or conservative versus liberal), without considering the actual content of the reviews.

Although this study employs a different methodology, the aforementioned research provides as a reference for the current study in examining how other media platforms perceive the feminist agenda.

#### **b. The Feminist Film: An Analysis of the Feminist Narrative Form in the Films of Rakshane Bani-Etemad, Poursan Derakshande, and Manijeh Hekmat**

Miniature Malekpou conducted the research titled "The Feminist Film: An Analysis of the Feminist Narrative Form in the Films of Rakshane Bani-Etemad, Poursan Derakshande, and Manijeh Hekmat" in 2020.

In this paper, the researcher delves into the portrayal of gender identity and representation in Iranian films, specifically focusing on three movies: 'Nargess' directed by Rakshane Bani-Etemad, 'Women's Prison' directed by Manijeh Hekmat, and 'Hush! Girls Don't Scream' directed by Poursan Derakshande. Taking a feminist perspective, the author conducts a thematic analysis to examine how these films explore themes of identity, aesthetics, and ideology within the context of Iranian film culture. The findings reveal that these films not only reflect feminist viewpoints but also contribute to the development of Iranian feminist

cinema. By considering the audience's perspective and challenging the male gaze, these movies acknowledge the historical and social influences that shape their meaning. Moreover, the paper emphasizes the utilization of a feminist narrative structure by Iranian female directors since the 1990s, as they address socio-political issues, depict female characters, and critique patriarchal systems of oppression. Overall, the study sheds light on the representation of female desire, societal oppression, and violence in Iranian society as depicted in these films.

The insights from this analysis can be valuable for this research by providing a comparative framework to understand how feminist themes are portrayed and explored in different cultural contexts.

### **c. Contemporary Feminism as Portrayed in Popular Media**

Ainsley G. Austin from University of Puget Sound conducted the research titled "Contemporary Feminism as Portrayed in Popular Media" in 2021.

The research discusses the complexities of defining and evaluating feminist media due to the diverse interpretations of feminism. It acknowledges the evolving goals of feminist action while emphasizing the enduring pursuit of equality. Social media has facilitated the spread of feminist ideas, albeit with limitations in depth and nuance. The concept of "Girlboss feminism" simplifies feminism for commercial appeal.

Furthermore, the research notes the increasing presence of feminist themes in blockbuster films, often represented through "strong female characters" associated with progressivism. However, some of these films lack substantive exploration of feminist history and theory and may inadvertently promote anti-feminist actions. The research at hand focuses on investigating the misuse of contemporary feminism for anti-feminist purposes, specifically in film narratives, business practices, and political messaging, including within the United States foreign policy context. The research involves analyzing business models, social media content, marketing strategies, popular media, and political communication to comprehend the problematic trends in contemporary feminism's portrayal. For example, co-opting feminist rhetoric for marketing/business purposes that do not

truly align with feminist goals, such as companies using feminist slogans solely to boost sales and brand image rather than promoting gender equality.

These insights can be applied to analyze how "Charlie's Angels" (2019) portrays feminist themes, its connection to broader feminist movements, and whether it presents a genuine and empowering representation of women.

#### **d. Feminism and media, opportunities and limitations of digital practices**

Jéromine Boizot from Malmö University conducted the research titled "Feminism and media, opportunities and limitations of digital practices" in 2019.

This research aims to fill the gap in studies that overlook the opportunities and limitations of the intersection between feminism as a social movement and media. It proposes a comprehensive conceptual framework focusing on three levels of interaction between media and feminist activism. The study also examines the connection between offline and online activism to challenge the bias towards online forms of activism. The findings indicate that the emergence of digital and networked media has transformed how feminist activists advocate for gender equality. While online platforms offer opportunities, they also come with limitations. The concept of 'digital sisterhood' provides insights into striking a balance between online and offline activism, emphasizing the importance of a complementary approach to women's organization. This perspective encourages a reconsideration of various levels of activism in the current landscape.

The research provides a valuable conceptual framework for analyzing the feminist agenda in "Charlie's Angels" (2019). It emphasizes three levels of interaction (macro, meso, and micro) between media and feminist activism, encouraging an exploration of how the movie portrays female empowerment within the context of broader feminist movements. The research also highlights the importance of considering the intersection between offline and online activism, as well as the impact of digital and networked media on feminist advocacy. By examining the opportunities and limitations presented in the film's portrayal of feminist themes and using the concept of 'digital sisterhood' to understand female relationships, this research can gain a comprehensive understanding of how

"Charlie's Angels" contributes to the discourse on gender equality and empowerment in popular media.

#### **e. Representative Feminism in Charlie's Angel 2019 Film**

Viola Natasya Kusumaningtyas and Juanda from Universitas Komputer Indonesia conducted the research titled "Representative Feminism in Charlie's Angels 2019 Film" in 2022. The article describes feminism representation in films.

The objective of this research was to examine the representation of feminism and gender equality in the film Charlie's Angels (2019). The researcher utilized John Fiske's semiotic analysis as a qualitative method for this investigation. The data for this study was collected from various language and action sequences in the film. The analysis focused on identifying feminist values depicted throughout the movie, which were derived from multiple moments and discussions. The findings of this study reveal that women possess a bold and empowered mindset, demonstrating their capability to perform on par with men. Moreover, the film suggests that women can challenge society's negative perceptions regarding their abilities.

The research above has many similarities to the research that is being conducted, but it differs in methodology.

### **F. Theoretical Framework**

#### **1. Feminist Agenda**

The feminist agenda is focused on attaining gender equality and advocating for women's rights. It emphasizes empowering women, acknowledging the intersectionality of their experiences, and promoting their engagement in politics and society. This agenda aims to raise awareness about gender-based inequalities, combat violence against women, and challenge biased media portrayals. The feminist agenda encompasses a range of goals aimed at achieving gender equality and challenging the

oppressive structures and norms that marginalize women. According to hooks (1984), feminism seeks to "end sexist oppression, to gain political, economic, and social equality with men". This involves addressing various forms of discrimination and advocating for women's rights in multiple spheres of life.

Feminist scholar Collins (2000) argues that feminism is a transformative movement that aims to dismantle intersecting systems of oppression. It acknowledges that comprehending gender inequality requires the inclusion of other social categories like race and class. Thus, the feminist agenda emphasizes the significance of intersectionality and inclusive approaches, aiming to address the unique experiences of women from diverse groups.

According to Moi (2008), Simone de Beauvoir's theory of liberal feminism emphasizes the importance of individual freedom and equality for women in society. She believes that the goal of feminism should be the social equality of the sexes.

Simone de Beauvoir's theory of liberal feminism emerged as a powerful critique of patriarchal systems, aiming to dismantle gender inequalities and promote women's autonomy. Her analysis of patriarchal society reveals structural barriers that hinder women's progress and perpetuate gender inequality.

Issues central to the feminist agenda include equal pay, reproductive rights, access to education and healthcare, violence against women, representation in leadership roles and empowerment. These concerns are rooted in the goal of challenging and reshaping patriarchal power structures. Feminist activism and scholarship also seek to create inclusive spaces that recognize the diversity of women's experiences. According to Crenshaw (1991), an intersectional feminist perspective highlights the importance of an inclusive agenda that acknowledges and addresses the unique challenges faced by marginalized women, such as women of color, LGBTQ+ individuals, and women with disabilities.

The feminist agenda theory will form the basis of the research on the representation of the feminist agenda in "Charlie's Angels" (2019). It will be utilized to identify and analyze feminist themes, evaluate the portrayal of female characters, assess narrative alignment with feminist values, and explore the film's societal impact on gender equality and women's empowerment. This critical analysis will provide valuable insights into how the movie aligns with feminist principles and contributes to its representation in popular media.

## **2. Representation: Liberal Feminism**

Representation plays a crucial role in the construction of gender roles and identities in media. Gender portrayals in media significantly impact individuals' self-perception and cultural norms, potentially reinforcing or challenging power dynamics and gender disparities. Recognizing the role of representation in shaping gender identities is crucial for fostering more equitable and inclusive portrayals in media and society. Liberal feminism, a significant aspect of feminist thought, emphasizes achieving gender equality through legal and political reform within existing societal structures. Liberal feminism seeks the "equal treatment of women and men, aiming to eliminate historical legal barriers disadvantaging women" (Okin, 1989). Divergent from other feminist theories, liberal feminism operates within the context of liberal democracy, striving for women's equal rights and opportunities within established legal and political systems. The emphasis lies in dismantling legal obstacles, discriminatory practices, and advocating for policies fostering gender equality.

Acknowledging the pivotal role of representation in shaping societal perceptions, liberal feminism underscores the importance of unbiased portrayal of women in media. The media, as a potent cultural force, significantly contributes to constructing and disseminating images of women that can either challenge or perpetuate traditional gender norms.

In the context of liberal feminism, this research will utilize the lens of liberal feminist theory to scrutinize the representation of women's experiences and identities in "Charlie's Angels" (2019). By adopting a liberal feminist perspective, the study aims to evaluate how the film addresses issues such as equal opportunities, legal rights, and challenges to conventional gender roles. The examination will delve into the portrayal of women in varied roles, the degree to which the narrative aligns with liberal feminist principles, and how the characters in the film navigate societal expectations and legal frameworks to assert their agency.

This approach will contribute to a nuanced comprehension of how liberal feminist ideals manifest in popular media, offering insights into the film's potential impact on shaping perceptions of gender equality. The research will explore how "Charlie's Angels" aligns with or challenges liberal feminist principles, providing understanding into the ways in which media can serve as a platform for advocating gender equality within the framework of liberal democratic values.

## **G. Research Method**

### **1. Research Paradigm**

The constructivism paradigm is essential to the research on the representation of the feminist agenda in "Charlie's Angels" (2019) for several reasons. It makes the claim that knowledge and meanings are socially formed, which enables the study to investigate how the movie creates and disseminates feminist ideas within its cultural setting. This paradigm improves the depth of analysis by accommodating the various interpretations that viewers may have depending on their experiences and backgrounds. Constructivism contributes to the deconstruction of the movie's signs and symbols, exposing underlying cultural meanings, in line with Roland Barthes' semiotic analysis. Additionally, it facilitates a critical analysis of power structures and ideological frameworks, allowing the study

to evaluate how the movie upholds or subverts feminist and gender-related societal standards.

## **2. Data Analysis Method**

This research will be using Roland Barthes semiotics theory (Denotation–Connotation–Myth). According to Roland Barthes, semiotics is an analytical approach that treats 'collective representations' as sign-systems (Barthes, 1972). In other words, semiotics is the study of signs and symbols and their meanings within cultural contexts. The researcher have chosen Roland Barthes' semiotics theory for several key reasons. Firstly, Roland Barthes' semiotics theory provides a robust framework for deconstructing and interpreting the layers of meaning within a text. Given that "Charlie's Angels" (2019) is a film rich with visual and narrative symbolism, Barthes' methodology allows for a nuanced analysis of the signs and symbols used throughout the movie. His concepts of denotation and connotation enable a detailed examination of how feminist themes are represented both overtly and subtly within the film's narrative and visual elements. Secondly, Barthes' semiotic analysis is well-suited for exploring the ideological underpinnings of media texts. His theory delves into how cultural myths and societal ideologies are constructed and perpetuated through media. By applying Barthes' framework, I can uncover the ways in which "Charlie's Angels" (2019) communicates and reinforces feminist ideologies, thus providing a deeper understanding of the film's contribution to feminist discourse.

Moreover, Barthes' approach emphasizes the active role of the audience in interpreting media texts. This aligns with my research aim to explore how different viewers might perceive the feminist messages in the film. Barthes' theory acknowledges that meaning is not fixed but rather constructed through the interaction between the text and its audience. This perspective is crucial for understanding the diverse interpretations and receptions of the film's feminist agenda.

In contrast to other theories, such as John Fiske's semiotics or feminist film theory, Barthes' methodology offers a more comprehensive and flexible toolset for analyzing both the visual and narrative components of the film. While Fiske's approach focuses on the codes and conventions of media, Barthes' theory extends further to consider the broader cultural and ideological context. Similarly, feminist film theory, while valuable, often emphasizes gender representation and the male gaze, which, although relevant, may not provide the same depth of insight into the semiotic construction of meaning as Barthes' framework.

According to Rifa (2018), denotation can be understood as the initial meaning assigned to a sign, writing, or object. This stage involves examining the connection between the signifier and the signified within a sign, as well as the relationship between the sign and its representation of an item in the external world. External reality encompasses everything that can be perceived through the senses. The denotation of a symbol represents its meaning and is synonymous with the dictionary definition or terminology associated with a word or object.

Connotation is described as the additional meaning or sense value that a word carries. It captures the exchange that takes place when a sign combines cultural values with the sensations or emotions of its consumers. Connotation refers to the secondary meaning that symbols might have in relation to cultural values, making them second-level meanings (Zuhdah & Alfain, 2020).

Myths are how cultures describe aspects of reality or natural phenomena and is the dominating social class. Barthes analyzes meaning using a cultural approach. So that Barthes can give meaning to a sign based on a cultural background (Rifa 2018).

### **3. Research Object**

This research will focus on a critical analysis of selected scenes from the 2019 film "Charlie's Angels" (hereafter referred to as "the film"). These scenes will be chosen based on their relevance to the film's portrayal of the feminist agenda.

### **4. Data Collection Technique**

In the initial phase of this study, the researcher establishes a framework by outlining the selected objects and concepts for evaluation and highlighting the advantages of the research. Liberal feminism focuses on the pursuit of gender equality through legal and political reforms, emphasizing individual empowerment, equal opportunities, and the dismantling of systemic barriers to women's progress. The chosen scenes exemplify these principles by highlighting moments where the female characters assert their independence, demonstrate their competence, and challenge traditional gender roles. These scenes showcase the characters overcoming obstacles, making autonomous decisions, and displaying strength and intelligence in ways that align with the tenets of liberal feminism. By focusing on these pivotal moments, the analysis can effectively demonstrate how the film represents and promotes liberal feminist ideals, providing a clear and coherent argument supported by concrete examples from the narrative. This approach ensures that the thesis remains focused and grounded in a specific feminist framework, making a compelling case for the film's contribution to the discourse on gender equality. Subsequently, data collection involves systematically selecting, viewing, and comprehending the content of the movie under examination.

## CHAPTER II

### THE RESEARCH OBJECT

#### A. General Description

##### 1. Charlie's Angels (2019) Movie Profile

The film *Charlie's Angels*, released in 2019, was directed by Elizabeth Banks and produced by Sony Pictures. The film was considered as a reinterpretation of the 1970s television series and the early 2000s film adaptations. It introduces a new generation of Angels played by Kristen Stewart, Naomi Scott, and Ella Balinska. "*Charlie's Angels*" is a 2019 action-comedy film that celebrates female strength and intelligence, featuring a diverse team of talented women who use their skills in combat, disguise, and espionage to uncover a web of deceit, promote justice, and empower women. With a blend of thrilling action, witty banter, and a message of female empowerment, the film offers an entertaining and empowering take on the iconic franchise. The film "*Charlie's Angels*" seeks to promote female empowerment and showcase the capabilities of women in traditionally male-dominated roles.

##### 2. Charlie's Angels (2019) Movie Synopsis



Figure 2.1 Charlie's Angels 2019 Movie Poster

The film follows a team of highly skilled women who work as private detectives for the mysterious Charles Townsend Agency.

The story revolves around three new Angels: Sabina Wilson (played by Kristen Stewart), a rebellious and street-smart woman with exceptional combat skills; Jane Kano (played by Ella Balinska), a former MI6 agent with a serious and focused demeanor; and Elena Houghlin (played by Naomi Scott), a brilliant scientist and engineer. Together, they are recruited by Bosley (played by Elizabeth Banks), a former Angel who now serves as their handler and guide.

The Angels are tasked with retrieving a revolutionary energy conservation device called Calisto, which was developed by Elena and has the potential to revolutionize the power industry. However, it possesses a flaw that could render it a dangerous weapon in the wrong hands. When Elena discovers this flaw, she decides to expose it to prevent its misuse.

As the Angels investigate the case, they encounter a mysterious mastermind named Jonny Smith (played by Sam Claflin), who is attempting to acquire the Calisto device for his own nefarious purposes. Along the way, the Angels face various challenges, including dangerous assassins, international conspiracies, and double-crossing allies.

With their unique skills and teamwork, the Angels embark on a global adventure, racing against time to stop Jonny Smith and his associates from getting hold of the Calisto device. Along the journey, the Angels uncover shocking secrets and learn the true extent of the conspiracy they are up against.

Filled with thrilling action sequences, witty banter, and empowering themes, "Charlie's Angels" showcases the strength and intelligence of its female protagonists as they take on formidable adversaries and prove that women can be just as capable, if not more so in the world of espionage and crime-fighting.

### 3. The Main Characters of Charlie's Angels (2019)

#### a. Sabina Wilson



**Figure 2.2 Sabina Wilson**

Sabina Wilson (played by Kristen Stewart) is a highly skilled and rebellious Angel known for her agility, combat skills, and street-smart attitude. With a desire to find her own identity and purpose, Sabina struggles against societal expectations and stereotypes. She seeks validation and acceptance while staying true to her independent and free-spirited personality. Sabina's goal is to prove herself, overcome doubts and judgments, and embrace her unique strengths as an Angel.

### **b. Jane Kano**



**Figure 2.3 Jane Kano**

Jane Kano (played by Ella Balinska) is a former MI6 agent and a disciplined and focused Angel. Possessing exceptional physical strength and combat abilities, she is known for her serious-minded and dedicated approach. Jane battles with the weight of her past mistakes and personal losses, carrying a burden of guilt and self-doubt. Her goal is to redeem herself and find peace while striking a balance between her commitment to the mission and her own emotional well-being.

### **c. Elena Houghlin**



**Figure 2.4 Elena Houghlin**

Elena Houghlin (played by Naomi Scott) is a brilliant scientist and engineer who becomes an Angel. As the inventor of the Calisto device, a revolutionary energy conservation technology, Elena initially lacks confidence in her own abilities. She embarks on a journey of self-discovery, overcoming insecurities and finding the strength to stand up for herself and her beliefs. Elena's goal is to assert her own voice, embrace her intelligence and resourcefulness, and make a positive impact on the world through her inventions.

#### **d. Bosley**



**Figure 2.5 Bosley**

Bosley (played by Elizabeth Banks) is a former Angel who serves as the team's handler and guide. Resourceful and knowledgeable, she acts as a mentor figure to the Angels, providing support and guidance. Bosley struggles with her sense of responsibility and self-worth, carrying the weight of past missions and the constant pressure to protect her team. Her goal is to reconcile her personal goals and aspirations with her role as a leader, while overcoming her own limitations and fears.

## B. Charlie's Angels (2019) Movie Award

**Table 2.1 Charlie's Angels Movie Award**

Year	Award	Category
2020	Alliance of Women Film Journalists	Sequel or Remake That Shouldn't Have Been Made




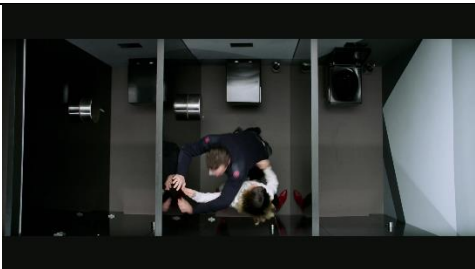
<https://www.imdb.com/title/tt5033998/awards/>

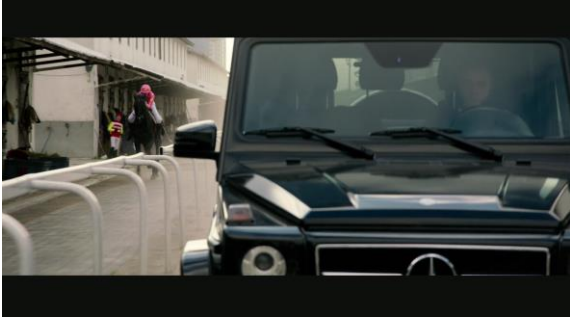


## C. UNIT ANALYSIS

The following are scenes related to feminist agenda in *Charlie's Angels* 2019 movie. These scenes are selected for analysis as they portray the characters' embodiment of a specific aspect of the liberal feminist agenda. Each scene will be examined using Roland Barthes's semiotics theory, focusing on denotation, connotation, and myth.

**Table 2.2 Data Unit Analysis**

No.	Visual	Background	Timeline
1.	 <p>Sabina's having a conversation with a man (Jonny Smith)</p>	Hotel room	00:01:11

2.	 <p>Jane appears behind bodyguards</p>	Hotel room	00:03:32
3.	 <p>Jane aims a gun while hanging on the door of the car</p>	Road	00:23:47
4.	 <p>Jane's pouring a chemical</p>	Laboratorium	00:37:51
5.	 <p>Sabina's fighting a security guard in a toilet room</p>	Brok Industries bathroom	00:38:19

6.	 <p>Sabina's chasing a black SUV using a horse</p>	Around the horse track	01:06:45
7.	 <p>Bosley's driving a car with one hand</p>	Car	01:07:59
8.	 <p>Elena's facing off with a henchman</p>	Control Room	01:14:54


**CHAPTER III**  
**RESEARCH FINDINGS**

On this chapter, the researcher will find out if the film represents feminist agenda through Roland Barthes’s semiotic analysis theory by analyzing the scenes that have been selected at the previous chapter.

**A. Findings**

**1. Charlie’s Angels (2019) Film Analysis**

**Table 3.1. Shot 1**

Shot	Visual	Dialogue	Sound
<i>Full Shot</i>	 <p style="text-align: center;">Figure 3.1 Time: 00:01:11 Sabina’s having a conversation with a man (Jonny Smith)</p>	<p><b>Jonny:</b> “Except you’re sitting here, eating my food, enjoying my view.”  <b>Sabina:</b> “By choice.”  <b>Jonny:</b> “Mm, I chose you to join me.”  <b>Sabina:</b> “I chose to make you notice me.”  <b>Jonny:</b> “Ah, mm-mm. That is not your choice, Sabina. Mm. That is God’s gift to you.”</p>	<p>While Sabina and Jonny conversing, “Pantera” by Anitta is playing in the background, the intonation of their voice is quite low, and they speak in a sensual tone.</p>

**Denotation :**

In a hotel room at night in Rio de Janeiro, Sabina Wilson wearing a pink dress with glitters in a relaxed gesture with a content facial expression is sitting

face-to-face with a man (Jonny Smith) wearing a suit in a serious gesture with a confident facial conversation and having a conversation

**Table 3.2. Relevant Signs in the Shot**

Type	Sign
a. Character	<p><b>Sabina:</b> Independent woman</p> <p><b>Jonny:</b> Rich man</p> <p><b>Bodyguard 1:</b> Extras</p> <p><b>Bodyguard 2:</b> Extras</p>
b. Background	Hotel room in Rio de Janeiro at night
c. Gesture/Position	<p><b>Sabina:</b> Leaning back in her chair with one hand level on her cheek and her elbow on the table</p> <p><b>Jonny:</b> Leaning towards Sabina</p> <p><b>Bodyguard 1:</b> Standing straight with both of his hands in front of his torso</p> <p><b>Bodyguard 2:</b> Sitting on the bar at the back of the background facing backwards and his hands on the table</p>
d. Costume	<p><b>Sabina:</b> Pink short dress with glitters</p> <p><b>Jonny:</b> Formal black suit with white shirt and a tie</p> <p><b>Bodyguard 1:</b> Full black suit</p> <p><b>Bodyguard 2:</b> Full black suit</p>
e. Property	Table, glass, candle, chair.
f. Facial expression	<p><b>Sabina:</b> Faint smile, content face, direct gaze</p> <p><b>Jonny:</b> Genuine smile, slight tilt up eyebrows, direct gaze</p> <p><b>Bodyguard 1:</b> Serious, stern face</p> <p><b>Bodyguard 2:</b> -</p>

**Connotation:**

This analysis will discuss a few selected signs. It starts from the dialogues. Jonny’s dialogue specifically, has this somewhat authoritative undertone to it as he says, “Except you’re sitting here, eating my food, enjoying my view.” and “Mm, I chose you to join me.” His dialogue indicates that he believes he is in control of the

conversation. Sabina's dialogue where she says, "By choice" indicates that she is there by her own wish and she refuses to be controlled. This two-word dialogue seems short but carries a lot of significance because it signifies her freedom and independence in her choices. The second sign to discuss is the background. Having a conversation in a hotel room at night indicates that there is an intended intimacy. Sabina's gesture leaning back on her chair signify that she is rather relaxed and disinterested but her hand gestures suggests that she is trying to seduce Jonny. Jonny's gesture, leaning towards Sabina on the other side of the table, indicates his keen interest in her. In another part of the scene, Sabina puts Jonny's finger in her mouth, indicating her flirtatious mood. The third sign to discuss is the costume. Sabina's costume is a pink short dress adorned with glitter. Short dresses reveal the skin of the wearer, indicating that Sabina was trying to seduce Jonny. Jonny's costume which is a set of suit, which portrays his professionalism and suggests that he is a man of power. The final sign to discuss is the facial expressions. Sabina's facial expression shows that she is suppressing her real emotions. Her contented face supports this notion, while her direct gaze indicates her continued focus. Jonny's facial expressions, on the other hand, exude confidence and power with his genuine smile, slightly raised eyebrows, and direct gaze.

### **Myth:**

Based on the analysis above, there are many signs of liberal feminism representation in the film *Charlie's Angels* (2019). The researcher analyzed the signs using denotation and connotation in accordance to Roland Barthes's model. After describing the connotation, the researcher will clarify by implementing existing myths that we see everyday in society as well as linking it with available theories.


In the connotation signs table for shot 1, we can see that the shot have a myth surrounding gender roles. As shown in figure 3.1., the costumes worn by Sabina and Jonny represent gendered customs. In the shot, Sabina is wearing a pink short dress with glitters and Jonny is wearing a black suit with white shirt. In Western societies, such as Europe and the USA, this outfit is considered formal or the norm when attending a high-profile event, such as a gala, ceremonies, etc. For

example, at the 2023 Grammy Awards, most of the female celebrities wore avant-garde dresses and most of the male celebrities wore custom-tailored suits. This suggests that suits and dresses are what men and women will respectively wear when they are trying to present themselves in the best way.

Women are usually the ones that seek the attention of the opposite sex, one of the ways they do it is by wearing clothes with bright colors or ones that expose their skin. The color pink indicates love, nurture, and compassion. We can then conclude that Sabina was trying to be romantic by wearing the pink colored dress and seduce Jonny to fall in love with her. Proven, Jonny was infatuated by Sabina as seen by his gesture in which he leans towards her, indicating his interest. Jonny on the other hand, wears a black suit with a white shirt and a tie which is the standard professional outfit. The color black symbolizes elegance, wealth, and power. We can see from his dialogue, “Except you’re sitting here, eating my food, enjoying my view.” That he is a man with wealth and asserting dominance. The two bodyguards in the background also indicate that he is a powerful man who obtains his wealth illegally and requires protection in case something goes wrong.

Then we have the gestures of Sabina and Jonny. In traditional gender role, a man is the pursuer and holds the more dominant role in the relationship. Sabina was leaning back in her chair with one hand level on her cheek and her elbow on the table suggesting that she is disinterested or trying to play hard to get. Jonny’s gesture was leaning towards Sabina suggesting that he wants her or trying to assert dominance. The movie portrays this in the opening scene in order to convey how women are “oppressed” by their gender roles and how it limits them from doing the things they actually want to do, setting the theme for the movie about freedom or liberation for women.

**Table 3.3. Shot 2**

Shot	Visual	Dialogue	Sound
<i>Full Shot</i>	 <p>Figure 3.2 Time 00:03:32 Jane's appearing behind the bodyguards</p>	No dialogue.	Sound of people fighting, action music playing in the background, and grunting noises.

**Denotation:**

In the hotel room, Sabina's partner, Jane, with confidence, in her black combat-ready outfit comes to her aid to fight the two confused armed enemy in the room. Jane is poking one of the bodyguard's shoulder.

**Table 3.4. Relevant Signs in the Shot**

Type	Sign
a. Character	<b>Jane:</b> Physically strong woman <b>Bodyguards:</b> Supporting characters
b. Background	Hotel room in Rio de Janeiro at night
c. Gesture/Position	<b>Jane:</b> Jane's position is behind the bodyguard and poking the bodyguard's shoulder expecting to do a surprise attack <b>Bodyguards:</b> The bodyguards are looking at each other while aiming their gun to the front of their body and they are in front of Jane.
d. Costume	<b>Jane:</b> Black outfit with a combat vest and a pair of gloves.

	<b>Bodyguards:</b> Full black suit
e. Property	<b>Jane's Property:</b> - <b>Bodyguards Property:</b> Guns
f. Facial expression	<b>Jane:</b> Serious and straight face <b>Bodyguards:</b> Confused, shocked

### Connotation:

We start the discussion with a scene where Jane stands behind the bodyguards. Jane is also poking at one of the bodyguard's shoulders which suggests that she is trying to make the bodyguard aware of her. The bodyguards sit in front of Jane and their heads are facing towards each other, indicating that they have not yet realized Jane is behind them. The next to examine is the costume. Jane appeared with a black outfit with a combat vest and a pair of gloves indicating that she is prepared for a fight. The bodyguards costumes are full black suits, typically worn for professional occasions, indicating that the guards are hired professionals. The third aspect to discuss is the guns used by the bodyguards. Holding a gun means that they are always prepared for dangerous situations. The last aspect to discuss here is the facial expression. Jane's facial expression is serious, indicating that she is confident and ready to fight the bodyguards. The bodyguards, on the other hand, look confused and shocked to realize that someone is behind them.

### Myth:


Moving on to shot 2, in the table of connotation signs and figure 3.2 contains myth about traditional gender roles. As in the image, Jane who is a female, wore a black outfit with combat vest and a pair of gloves. A combat vest is worn typically when someone is in the military or army-related jobs. She is also wearing an overall black outfit, a color which represents power. Combined with the vest, the outfit symbolizes her strength and readiness to fight. As seen from her previous act, she was implied to have taken down a bodyguard in the elevator before appearing

behind the bodyguards in the room. Just like a military-trained personnel, Jane was able to defeat a bodyguard with ease.

The black outfit can also be seen as a masculine characteristic, we can see from the male characters in the scene, all of them have a black color in their outfit. This portrays Jane’s character as a masculine woman, as physical fighting is typically associated more with men than with women. This also means that Jane has trained like a man. Later in the movie, we can see Jane training in a ring to keep her in shape. Jane is a representation that women can also be strong and do not always have to be feminine.

Next, from her gesture of poking the bodyguards on the shoulder from behind, we can see that she is prepared to fight the bodyguards. By poking the bodyguards, Jane challenges them and shows her confidence in confronting them. Jane who just arrived to the scene is ready to cause havoc in the room with her physical prowess. As the scene unfolds, Jane managed to beat all of the bodyguards and this reinforces her character that she is very strong as a woman.

**Table 3.5. Shot 3**

Shot	Visual	Dialogue	Sound
<p><i>Medium Close Up</i></p>	 <p>Figure 3.3 Time 00:23:47 Jane’s aiming a gun while hanging on the door of the car</p>	<p>No dialogue</p>	<p>Sound of gunshots, tires screeching and action music playing in the background.</p>

**Denotation:**

Jane is hanging by the door of her car with one hand and use the other to aim a gun while wearing a blue outfit and a grey apron with a rather focused expression.

**Table 3.6. Relevant Signs in the Shot**

Type	Sign
a. Character	<b>Jane:</b> Physically strong woman
b. Background	On the road while in a car
c. Gesture/Position	<b>Jane:</b> Jane is hanging on the car door with one hand and the other is used to aim a gun
d. Costume	<b>Jane:</b> Navy-colored outfit with a grey apron
e. Property	<b>Jane's Property:</b> Gun
f. Facial expression	<b>Jane:</b> Focused, determined face

**Connotation:**

The first sign that we will examine is the gesture/position. Jane hangs by the car door with one hand and uses her other arm to aim her gun. This suggests that she is in danger and capable of using a gun. This also indicates that she is physically strong because the action requires considerable strength and proficiency in handling a gun. The second sign is the costume. Jane is not in a combat outfit, suggesting she is not fully prepared for action. In the previous scene, she was seen working undercover as a waitress in a café which is why she was wearing an apron. Nevertheless, she was still able to do her job expertly. The last sign is her facial expression. She was able to remain calm while in a physically demanding position and is very determined and focused when aiming the gun.

## Myth:

Moving on to shot 3, the table of connotation signs and figure 3.3 also depicts myth about traditional gender roles. We can see from the property being held by Jane, it's a pistol. Pistols are usually held by individuals in law enforcement professions, such as the police, military, detective, which traditionally are male-dominated fields.

Gender distribution of full-time law enforcement employees in the United States in 2021




Figure 3.4

According to Statista, in the United States in 2021, there are 72.2% male who are a law enforcement employee and only 27.8% are female. It also shows that 86.7% of officers are male and only 13.3% are female. The statistics also show that 60.3% of civilians are female, while only 39.7% are male.

Jane was shown to be in possession of a pistol, so there is a possibility that before the events of the movie, Jane was a law enforcer employee. This is also proven by her facial expression, Jane's expression exudes experience and confidence. It is shown from her calm and collected face that she most likely has dealt with this type of situation before, showing her resilience. This suggests that she is just as capable, despite working in a field mostly dominated by men.

**Table 3.7. Shot 4**

Shot	Visual	Dialogue	Sound
<p><i>Medium Close Up</i></p>	 <p>Figure 3.5 Time 00:37:51 Jane's pouring a chemical out of a bottle</p>	<p>No Dialogue</p>	<p>Spy Background Music</p>

**Denotation:**

Jane who we know as a very strong character is in a laboratory, pouring something out of a white bottle wearing a white lab coat while staring at another person.

**Table 3.8. Relevant Signs in the Shot**

Type	Sign
a. Character	<b>Jane:</b> Physically strong and genius woman
b. Background	Brok industries laboratory
c. Gesture/Position	<b>Jane:</b> Looking sideway while pouring a bottle with one hand and the other holding the cap at a lower position.
d. Costume	<b>Jane:</b> White suit with a red polkadot pattern at the top part of the back
e. Property	<b>Jane's Property:</b> Bottle
f. Facial expression	<b>Jane:</b> Slightly tilt up eyebrows, gazing directly to another person's eyes

**Connotation:**

Jane, known for her brute strength in previous scenes, demonstrates intelligence in understanding chemistry in this scene. This suggests her mastery in diverse skills, aligning with the movie's message that women are capable of anything. The second sign is the background. Being in a laboratory usually means that you are a researcher or a scientist, further suggesting that Jane is an intellectual individual. Continuing with the third sign that the researcher is going to discuss is the property. Jane is pouring a bottle of an unknown substance but judging from the background we can suggest that it is a sort of liquid chemical. Next, we discuss the fourth sign, namely the facial expression. Jane's confident expression, slightly raised eyebrows and maintained eye contact, combined with her adept pouring of the bottle with one hand, suggest her familiarity and expertise in the task. This indicates that she is not only physically strong but also highly intelligent. The movie's whole message is to convey that women can do anything and in this scene we are shown that Jane, representing women, is portrayed as both strong and intelligent.

**Myth:**

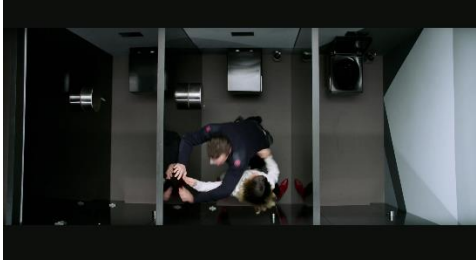
Moving on to shot 4, the connotation table and figure 3.4 depict myths related to liberal feminism. In the image, Jane was shown to be pouring a white bottle in a laboratory. Laboratory is a workshop where science is done or where scientific activities are carried out under conducive environment (Ezeliora, 2001, as cited in Akani, 2015). We can see from Jane pouring the white bottle that she is doing a scientific activity. Subsequently, in the following scenes, she is depicted holding a rope and creating a trap for the pursuing security guards. This trap involves sophisticated rope entanglements that result in an explosion when Jane releases the rope.

We can also see from her facial expression in the shot that she is pouring the white bottle while looking at another direction. This is a sign of confidence, similar to what is observed in sports such as football. When a player is confident enough that their next kick of the ball will result in a completed pass or a goal, they

often showboat and look at another direction, a gesture known as a no-look pass or shot.

From the previous scenes in the movie, Jane is depicted as someone who is physically strong and has endured combat drills or as the muscle of the group, someone who excels in confrontation. This scene showcases that she not only has the brawns but also the brains to face an obstacles, further reinforcing the notion that women can do anything and are free to do so.

**Table 3.9. Shot 5**

Shot	Visual	Dialogue	Sound
<i>High-angle</i>	 <p data-bbox="416 1122 871 1370">           Figure 3.6            Time 00:38:19            Sabina's fighting with a Brok Industries security guard in a toilet room         </p>	No Dialogue	Suspenseful Music, Noises of fists hitting and grunting.

**Denotation:**

Sabina, dressed in a white suit, is locked in a physical confrontation with a male security guard within the confines of a public restroom stall. The tight space, limited visibility, and music add tension to the fight.

**Table 3.10. Relevant Signs in the Shot**

<b>Type</b>	<b>Sign</b>
a. Character	<b>Sabina:</b> Independent woman <b>Brok Industries Security Guard:</b> Extras
b. Background	Brok industries public bathroom
c. Gesture/Position	<b>Sabina:</b> Dodging a punch from the security guard <b>Brok Industries Security Guard:</b> Trying to hit Sabina with his left hand
d. Costume	<b>Sabina:</b> White suit with a red polkadot pattern at the top part of the back <b>Brok Industries Security Guard:</b> Black security guard uniform.
e. Property	<b>Sabina's Property:</b> - <b>Brok Industries Security Guard:</b> -
f. Facial expression	<b>Jane:</b> - <b>Brok Industries Security Guard:</b> -

**Connotation:**


Starting off with the first sign is the sound. The movie used a suspenseful background music for this scene hoping to enhance the experience of danger and uncertainty of the fight. The music adds another depth to the intensity of the fight that without it the confrontation would feel bland. No dialogue also contributes to this fight so you can only hear the sounds of fists hitting and the body clashing into a side of the walls, making it feel more raw and natural. The second sign is the character. We know from the previous scenes that Sabina is an independent woman who believes that women can do anything. In this scene, we are shown that she is indeed capable of doing hand-to-hand combat with a trained security guard indicating that she is also physically strong like Jane. The third sign will be the background. Fighting in a bathroom stall is thrilling because of the tight spaces. It gives a sense of unpredictability in the situation and can highlight the fighter's actual ability because of the limited space and resource.

## **Myth:**

Then on shot 5, in the connotation sign table and figure 3.5 contains myth surrounding liberal feminist. Sabina's position in the shot is that she is currently engaged in a hand-to-hand combat with a security guard. The shot specifically portrays the moment Sabina dodged a left handed punch from the security guard. A punch that is aimed to the face indicates the intention of harming the opposite person. Evidently, a punch can result in a serious injury as we can see in boxing events or any martial arts event. In order to avoid this, Sabina dodged the punch which means that she is agile enough to be able to do that and suggest that she also, like Jane, went through a combat training.

We can also take a look at the costumes that the characters are wearing. Sabina is wearing a light tone outfit while the security guard wears a dark tone outfit. Sabina wears a white colored outfit that is known widely to be a symbol of purity or good. The security guard on the other hand is wearing a completely contrasting outfit. The color black can also be interpreted as an evil presence. Prime example of this is the fictional character named Darth Vader from Star Wars. Darth Vader is shown to be someone from the dark side of the force, which from the Star Wars movie, we can interpret it as the bad side or the enemy. The guard is wearing a black outfit as if to portray the good side and the bad side. Sabina who is a woman is portrayed to be the good side while the security guard, a man, is depicted as the bad side.

**Table 3.11. Shot 6**

Shot	Visual	Dialogue	Sound
<i>Reverse Tracking Shot</i>	 <p>Figure 3.7 Time 01:06:45 Jane's chasing a black SUV using a horse</p>	No Dialogue	Horse galloping, Car engine revving, chase background music.

**Denotation:**

Sabina wearing a pink equestrian uniform with helmet and white pants skillfully riding a black horse in a horse racing arena to chase a black SUV with tinted windows.

**Table 3.12. Relevant Signs in the Shot**

Type	Sign
a. Character	<b>Sabina:</b> Independent woman
b. Background	Horse racing arena
c. Gesture/Position	<b>Sabina:</b> Riding a horse with her back hunching.
d. Costume	<b>Sabina:</b> Pink jockey uniform with helmet and white pants
e. Property	<b>Sabina's Property:</b> -
f. Facial expression	<b>Sabina:</b> -

**Connotation:**


Just like the previous scene that we analyzed, the researcher is going to discuss the first sign from the character. Sabina as shown throughout the movie is a person that believes women can do anything. In this scene, Sabina showcased her

belief once again by riding a horse to chase a suspected vehicle. The second sign that we are going to discuss is the background. The horse racing arena suggest that they are in a professional ground and in order to be a professional, some degree of skill is required so this indicates that Sabina is a very good equestrian or horse rider. The third sign is her gesture/position. When Sabina is riding the horse, her back is positioned like that of a jockey who is in a race. Sabina is going in a high speed so it was required for her to be in that position as to keep her balance and to make sure she stay on top of the horse. The fourth sign is the costume. Sabina is wearing a pink jockey uniform, which from on its own we can understand that she is a professional jockey or disguising as a jockey given her character in the movie.

### **Myth:**

Moving on to shot 6, in the connotation sign table and figure 3.6, produces myths about equality. Seen from Sabina's position in which she is riding a horse as if she is a professional jockey. Being a professional jockey for a female was not a common thing until the late 1960s. Thanks to the women that fought for the right to do so, in 2022 more than a quarter of all jockeys (27.2%) were female (Syken, 2023b). So Sabina is representing women in a men dominated sport. Sabina in this scene where she not only rides a horse like a professional, she was also wearing a proper jockey outfit in pink color. The color pink is identical to femininity and sabina is wearing it as to emphasize the fact that women can do it as well.

**Table 3.13. Shot 7**

Shot	Visual	Dialogue	Sound
<p><i>Medium Close Up</i></p>	 <p>Figure 3.8 Time 01:07:59 Bosley driving a car</p>	<p><b>Jane:</b> “There’s nothing out here but a rock quarry.” <b>Bosley:</b> “Bring up the specs.”</p>	<p>Conversation between Jane and Bosley, chase background music, the tone of Jane’s voice is confused while Bosley’s tone is confident and professional.</p>

**Denotation:**

Bosley, the leader of the angels group, wearing a light blue collared shirt driving a car with one hand on the wheel and looking at the road.

**Table 3.14. Relevant Signs in the Shot**

Type	Sign
a. Character	<b>Bosley:</b> A resourceful woman, the boss of the angels.
b. Background	Car
c. Gesture/Position	<b>Bosley:</b> Driving with one hand on the steering wheel and looking at the road
d. Costume	<b>Bosley:</b> Light blue collared shirt
e. Property	Steering wheel
f. Facial expressions	<b>Bosley:</b> -

**Connotation:**


Looking at the signs that are available, the researcher will be analyzing the character first. Bosley in this movie, is portrayed to be a resourceful woman or a jack of all trades and she is also the boss of the angels. Moving on to the gestures or position, Bosley is shown to be driving a car with only one hand, showcasing that she is very capable or experienced in driving a car and is confident in her abilities. The next sign that we are going to look into is the costume. Bosley is shown to be wearing a light blue collared shirt. A collared shirt can mean that she is a professional and has authority. The light blue color indicates femininity, calmness, and trustworthiness. If we combine these two signs, we can conclude that Bosley is a boss that is professional, approachable and friendly, making her to be the sign of harmony in the angels group.

**Myth:**

On to the next shot which is shot 7, in the connotation sign table and figure 3.7, contains myth about female stereotypes. There is a widespread misconception that women make bad drivers. When driving, they are thought to be hesitant, overly cautious, and uncertain due to a purported inability to make quick decisions like braking or swerving to avoid an accident (Moè et al., 2015b). In the scene, Bosley is seen to be driving a car with one hand, this gesture implies confidence and familiarity, which means contrary to the popular stereotype, Bosley is a good driver.

In the shot, Bosley is seen to be wearing a light blue shirt of which can be seen as as a professional and business-appropriate color. So it is no surprise that Bosley is able to drive a car. Bosley is known to be the leader of the angels which is why she is wearing a professional outfit. Bosley is seen throughout the film that she is the one that gives the orders and tell the angels what to do. Being a leader is usually a role that mostly men take, whether it is about household, company, team, etc. Bosley proves that women can be a leader as well through her character in the movie and defy the traditional stereotype of women being the more obedient gender.

**Table 3.15. Shot 8**

Shot	Visual	Dialogue	Sound
<p><i>Full Shot</i></p>	 <p>Figure 3.9 Time 01:14:54 Elena's facing off with a henchman</p>	<p><b>Elena:</b> “Stay away, I know Krav Maga.” <b>Henchman:</b> “Where you learn? Shopping Mall?”</p>	<p>Conversation between Elena and the henchman, action background music playing, Elena has a loud tone of voice and the henchman has a more calm tone of voice</p>

**Denotation:**

Elena, a scientist, is holding up both of her arms forward with her right arm bending downwards a bit. She is wearing a green short dress and has a nervous facial expression. In front of her, there is a man standing straight with a relaxed expression wearing a brown suit and grey pants having a little chat before fighting.

**Table 3.16. Relevant Signs in the Shot**

Type	Sign
a. Character	<p><b>Elena:</b> Intellectual woman</p> <p><b>Henchman:</b> Background character</p>
b. Background	Power control room
c. Gesture/Position	<p><b>Elena:</b> Standing with both arms in front of her with her right arm bending downwards a little and both palms opened tight</p> <p><b>Henchman:</b> Standing straight with both arms beside him</p>
d. Costume	<p><b>Elena:</b> Green short dress</p> <p><b>Henchman:</b> Brown suit, grey pants</p>
e. Property	-
f. Facial expressions	<p><b>Elena:</b> Panic, nervous</p> <p><b>Henchman:</b> Straight face, calm</p>

**Connotation:**

For this shot, the researcher will be looking at the character description first. Elena in the movie is an employee at Brok Industries and is one of the leading researchers for the Callisto. This suggest that she is a woman with a high intellect. Moving on to the gestures, Elena is holding her arms in front of her as if doing a martial arts stance. The henchman on the other hand, is standing straight despite Elena’s stance, which indicates him not caring or underestimating his opponent. The next sign that the researcher is going to analyze is the dialogue, in which Elena said: “*Stay away, I know Krav Maga.*” and the henchman replied with “*Where you learn? Shopping Mall?*”. This dialogue proves the previous point where it becomes apparent that there is a difference in power. It is indicated that Elena has learned a fighting technique or martial art which is Krav Maga and is currently about to use it and by the henchman’s response, it can be inferred that there is a sarcastic undertone with his reply as if underestimating Elena. The next sign is the facial

expressions. Elena was seen to be nervous or unsure when the henchman came into the room by barging the door. This indicates that she is not really sure of her own capabilities as she has no experience of using her martial arts in real situations. The henchman on the other hand is perfectly calm suggesting that he feels no danger when faced with a woman.

**Myth:**

Moving on to the final shot, in the connotation sign table and figure 3.8, contains myth about equality. Men are known to be physically stronger than women which usually translates to them being a better fighter and fighting a complete stranger takes a lot of courage because you do not know what the stranger might be capable of. Despite this fact, Elena still built up the courage to face the henchman who is physically bigger than her even though on paper, she has a small chance of beating him in a fight. As the scene play out, Elena managed to beat the henchman in a fist fight against all odds because as we know, Elena throughout the movie is just an employee from Brok Industries with no fighting-related background whatsoever so it is pretty evident that the film is trying to represent women as strong and as capable as men.

## CHAPTER IV

### RESEARCH DISCUSSION

#### A. Discussion

This chapter aims to fully describe the results of the research findings that analyzes the representation of the feminist agenda in the film *Charlie's Angels* (2019) which serves as the research object. The data was obtained from 8 shots that the researcher deemed to be a representation of the feminist agenda using Roland Barthes' semiotic analysis method which focuses on describing the denotation, connotation, and myth in each shot. The researcher views the feminist agenda as the primary purpose behind the creation of this movie, aiming to encourage and empower women worldwide.

Butler (1999) argues that the feminist agenda is a dynamic process that aims to question and change the gender structures that uphold inequality, rather than presenting a fixed list of demands. In order to challenge the conventional gender and sexuality expectations that support gender inequity, she highlights the significance of intersectionality as well as the necessity of theorizing and engaging in queer feminist politics. Gender inequity was implicitly conveyed throughout the movie starting from the very first scene. The impact of gender inequity on women can be significant and far-reaching. Gender inequity refers to the unequal treatment or opportunities afforded to people based on their gender. This can manifest in various forms, such as unequal pay, limited access to education and career opportunities, and increased risk of violence and harassment. It is important to oppose and change the gender structures that support inequality and to advocate for laws and practices promoting gender equality. This can involve initiatives like affirmative action plans, equal pay for equal labor, and more financing for women's healthcare and education.

The Charlie's Angels franchise has evolved over time, starting with the original television series that aired from 1976 to 1981. Created by Ivan Goff and Ben Roberts, the series followed the adventures of the Angels, a team of women working for the Townsend Agency, a private detective agency, under the leadership

of Charlie Townsend, their unseen boss. The original television series was known for its mix of action and humor, as well as its focus on female empowerment and the representation of strong female characters.

After the original series ended, a film series was launched in 2000, with the first film, "Charlie's Angels," directed by McG and starring Cameron Diaz, Drew Barrymore, and Lucy Liu as the Angels. The film was a box office success and spawned a sequel, "Charlie's Angels: Full Throttle," in 2003. These films continued the story of the Angels and their missions to solve crimes and take down criminals. In 2011, a reboot of the franchise with a television series of the same name was attempted, but it was canceled after seven episodes. Following the cancellation, a third film was produced, which restored the original timeline of the franchise. In 2019, the franchise was rebooted again with a new film, "Charlie's Angels," directed by Elizabeth Banks and starring Kristen Stewart, Naomi Scott, and Ella Balinska as the new generation of Angels.

In the 2019 film, the Angels are portrayed as strong, capable women who express their femininity and sexuality in ways that give their characters depth and agency, rather than reducing them to objects. This is evident in the character of Elena, played by Naomi Scott, who is an engineer and invents a clean energy source but faces mansplaining and diminishment of her accomplishment. When her invention is at risk of falling into the wrong hands, she seeks the help of Charlie's Angels and joins them in their efforts against her money-hungry boss and the assassin he hired.

The film's overt feminist ambitions and female cast and crew set it apart from earlier versions of the franchise, which were criticized for their male-focused control and the problematic portrayal of women. Based on the findings, the director is promoting gender equality, the defiance of traditional gender roles by women, and female empowerment. Researcher observed the feminist agenda was very prominent in the film using Roland Barthes' semiotics theory.

## 1. Gender Equality

Based on the scenes from the movie, it can be found that the movie endorses gender equality in a quite blatant manner. This fits Okin's theory of liberal feminist agenda, that aims to eliminate historical legal barriers disadvantaging women, Shots 2, 3, 6 and 7 are prime examples of this in the movie. The film carefully but effectively promotes gender equality by effectively dispelling misconceptions and highlighting the strengths of its female protagonists. This mindset is illustrated in shot 2 at 00:03:32, which shows Jane, one of the primary female heroines, poised and ready to ambush two male bodyguards. Combat or physical confrontation-based activities have historically been linked to masculinity. Jane, however, dispels these myths with her composed manner and astute planning, demonstrating that skill and strength are not gender-specific.

Historically, women have frequently been assigned secondary roles or depicted as a damsel in distress in action films as a result of societal norms, traditional gender roles, and deeply ingrained stereotypes. Okin argues that gender is a social construct that is used to justify the unequal distribution of power and resources between men and women (Okin, 1989). Over time, women have been confined to specific societal roles focused on nurturing, household chores, and supporting roles, which has shaped how they are represented in the media. Cultural assumptions about gender have perpetuated the notion that certain activities, like physical combat or high-stakes action, are inherently masculine, while women are expected to prioritize nurturing and domestic duties. Furthermore, the male-dominated film industry has resulted in the marginalization of female characters, with men holding the majority of positions behind the scenes. This perspective has influenced how women are portrayed in movies, often reducing them to stereotypes or one-dimensional characters. The media, including films, perpetuate stereotypes that women are less capable than men in areas that are traditionally male-dominated. Additionally, action films are often designed to cater to audience expectations, which have historically favored male-centered stories and characters, thus reinforcing gender stereotypes.

Shot 3 at 00:23:47 shows Jane pulling a gun, a move typically reserved for male action movie characters. Being proficient with a firearm is frequently presented as a masculine quality, reflecting cultural norms that traditionally favor men for jobs requiring combat or tactical knowledge. Jane's skillful use of the pistol, however, rejects this notion and emphasizes that firearm competency is not gender-specific. Examining gun usage, professions requiring firearm expertise are typically associated with law enforcement, an area that, according to Figure 3.4, is predominantly male-dominated. In addition to showcasing Jane's abilities, this sequence challenges gender norms in the setting of action and battle.

According to Owuondo (2023) Women in male-dominated fields of work have faced significant obstacles due to societal norms, gender roles, and pervasive stereotypes. Despite efforts to promote gender equality, women remain underrepresented in many fields, notably STEM (Science, Technology, Engineering, and Mathematics), where they constitute a mere 34% of the workforce. Gender pay gaps continue to exist, as women often earn considerably less than men in various situations. Female individuals, both young and adult, are often discouraged from entering professions that are traditionally dominated by men because of deep-rooted stereotypes, a shortage of female mentors, and an unwelcoming atmosphere within the institutions. The prevailing societal biases persist in reinforcing the idea that these fields are mainly controlled by men, depicting scientists and professionals as male.

Industries like technology, finance, and construction have historically been seen as male domains, reflecting deep-seated cultural assumptions about gender and work. Throughout history, women have been relegated to secondary roles or completely excluded from certain professions because of prevailing attitudes that prioritize male leadership and authority. This exclusion has been perpetuated by systemic barriers such as limited access to education and training, discriminatory hiring practices, and workplace cultures that favor male employees. Consequently, women have often been limited to specific roles within these industries,

such as administrative support or customer service, rather than positions of power or technical expertise.

In addition, Shot 6 at 01:06:45 has Sabina, another female character, who rides a horse with ease and without any prior experience revealed. Like proficiency with weapons, riding prowess is frequently stereotypically linked to masculinity, reiterating historical roles in which men were primarily portrayed as expert riders or warriors. On top of challenging gender norms, Sabina's skillful horsemanship serves as further evidence that ability and flexibility are gender-neutral.

Historically, horse riding has been portrayed as a skill controlled by men, frequently linked to ideas of chivalry, courage, and masculinity. Throughout history, men were mainly depicted as skilled riders and warriors, reinforcing gender-specific roles and assumptions. This can be seen through many war movies like Game of Thrones and Lord of The Rings. Through demonstrating Sabina's natural control of the horse, the movie not only challenges these stereotypes but also emphasizes the inherent gender neutrality of certain skills. The portrayal of Sabina in this scene not only defies traditional gender expectations within the movie, but also mirrors the larger societal movement towards gender parity. By depicting Sabina as a competent and ingenious person regardless of her gender, "Charlie's Angels" advocates for the belief that skills and abilities are not restricted by gender, but rather by the opportunities and determination one has.

In addition, Shot 7 at 01:07:59 presents Bosley as a very capable and competent driver, defying the myth that men are more effective drivers. Many societies have long perpetuated the belief that men are better drivers, often based on outdated ideas about masculinity and femininity. Clichés such as "the woman driver spells disaster or poses a real threat to road traffic" and "the steering wheel was designed only for men" are all reinforced when a woman is behind the wheel (Rus & Sandu, 2019). Women have historically faced discrimination and stigma when it comes to

driving, with their skills being frequently doubted or underestimated. However, "Charlie's Angels" boldly rejects this idea by highlighting the importance of recognizing and valuing individual abilities regardless of gender.

Bosley's portrayal as a skilled driver not only challenges the stereotype about women's driving abilities but also conveys a strong message about inclusivity and equality. By showing a female character excelling in a traditionally male-dominated area, the movie breaks down barriers and encourages audiences to reconsider their preconceived notions about gender roles.

## **2. Defying Traditional Gender Role**

A frequent theme in the story is the main characters' constant challenge to conventional gender stereotypes throughout the film. This dynamic is heavily stated in Shot 1's dialogue at 00:01:11, when the male character says, "*Except you're sitting here, eating my food, enjoying my view*" given with a sense of authority to establish his dominance. The deeply ingrained cultural expectations of women as submissive objects of male supply and gratification are captured in this remark.

Nevertheless, Sabina, one of the film's main female lead, refutes this claim with her signature wit and defiance. Her reply, "By choice," is a potent statement indicating that she is not going to follow traditional gender norms. By emphasizing her active choice in actions and refusal to accept orders from others, Sabina's response highlights her agency and autonomy. In doing so, she asserts her independence and capacity for self-determination, challenging the stereotype of women as subservient and obedient.

Throughout the movie, the storyline consistently delves into the intricate interaction between gender expectations and individual empowerment, presenting a captivating exploration of how societal norms intersect with personal sense of self. Sabina, as a character, embodies this

resistance against traditional gender stereotypes with unwavering determination and intelligence.

In addition to this initial confrontation, Sabina's decisions and actions throughout the plot constitute an ongoing challenge to the limitations of traditional gender expectations. Her defiance is not just a response to a single display of male authority but rather a persistent stand against the prevailing patriarchal systems that aim to restrict her liberty and independence.

In the following scenes, Sabina's resistance to fitting into societal norms is evident in different ways. From her determined pursuit of her goals, to her refusal to be passive in relationships, and her rejection of traditional feminine roles, Sabina continuously questions the established order. Her unwillingness to be seen solely as an object of male attraction or to passively accept societal norms showcases her resilience and strong character. Women defying traditional gender roles have had a significant impact on society. They have challenged societal norms and expectations, paving the way for greater gender equality and opportunities for women in various fields. This has led to changes in attitudes towards women's roles in society, as well as changes in laws and policies that promote gender equality (Al-Shakha, 2019).

### **3. Female Empowerment**

The 2019 movie "Charlie's Angels" goes beyond just adding a surface-level theme of female empowerment, making it a central aspect of its story and character development. Shots 4, 5, and 8 specifically highlight this theme by showcasing the multifaceted nature of Jane's character.

In Shot 4 at 00:37:51, we see Jane depicted as a character with many qualities. Initially, the audience is introduced to her through her physical strength and combat abilities, which are undeniably impressive. However, the film shows her intellectual capabilities and resourcefulness, showcasing Jane's expertise in handling chemicals with precision and experience. This

contrast between her scientific aptitude and physical power emphasizes the idea that women can be great at many things. The film effectively depicts female empowerment by presenting Jane as an intricate character who goes against the norm and breaks stereotypes. By showcasing Jane in this way, the film not only honors the various skills and strengths of women but also supports a more inclusive and empowering perception of femininity.

Shot 5 at 00:38:19, further emphasizes the theme of female empowerment by depicting Sabina engaging in a physical confrontation with a male opponent. This scene not only delivers a strong cinematic impact but also confronts traditional societal views on gender and physical strength. The shot illustrates the concept of equality in liberal feminism by showing Sabina who is just as capable as her male counterpart in a physical fight. By highlighting the strength and skill of the female lead in a fistfight, the movie challenges the common belief that physical combat is exclusively masculine and affirms that women are equally able to protect themselves and demonstrate physical strength.

Building on Okin's liberal feminist theory, which highlights the significance of gender equality within the context of liberal democracy, this scenario can be seen as a reflection of the wider fight for women's rights and empowerment. Liberal feminism asserts that women should have the same opportunities and liberties as men, including the capacity to fully engage in social, political, and economic domains.

Shot 8 at 01:14:54 showcases the theme of female empowerment as Elena confronts a larger male opponent. This scene emphasizes women overcoming physical disadvantage through tenacity, skill, and strategic thinking, rather than relying solely on brute strength. By highlighting Elena's ability to defeat her larger opponent, the film challenges traditional notions of physical dominance and emphasizes the value of talent and strategy in achieving success. This portrayal serves as a powerful example of women's resilience and capability in the face of adversity.

Utilizing Okin's liberal feminist theory, The portrayal of this scene can be interpreted as a representation of the larger fight for women's rights and empowerment. Liberal feminism highlights the significance of providing women with equal opportunities and freedoms, such as the ability to compete on an equal level with men in different areas, regardless of physical disparities.

Shot 8 illustrates the principle of gender equality in liberal feminism by showing Elena's ability to overcome the physical disadvantage posed by her larger opponent. Instead of being depicted as a helpless victim, Elena is portrayed as a resilient and resourceful character who relies on her intelligence, skill, and determination to come out on top. Additionally, this scene challenges traditional gender norms by featuring a female character who not only holds her own in a physical confrontation but also emerges victorious. By defying stereotypes of female weakness and vulnerability, the film reinforces the notion that women can achieve success through their own abilities and hard work.

## **B. International Study Comparison**

In this part of the research, the researcher will delve into a comprehensive examination of the similarities and differences between two previous researches from different countries to compare the findings.

### **1. Gender Representations and Digital Media**

Dorin Popa and Delia Gavriliu from Alexandru Ioan Cuza University in Iași, Romania conducted the research titled "Gender Representations and Digital Media" in 2014.

The research purpose is to investigate how gender is portrayed and represented in online news content, specifically through the analysis of headlines from Romanian news portals. The study aims to shed light on the ways in which digital media platforms influence and shape perceptions of

gender, as well as to explore the implications of these representations on societal attitudes and norms.

The study delves into the evolving nature of gender representations in media, particularly in the digital environment, where online news content plays a significant role in shaping perceptions. With the advent of new media platforms, such as online news websites, there is a shift in how gender is portrayed and discussed. The ease of access to the internet and the freedom for individuals to express their opinions have led to a more diverse range of voices being heard. But this freedom also means that media creators increasingly need to consider how gender is portrayed and debated in online forums.

The study emphasizes the need to take into account the intersections between gender studies and media and technology, underscoring the necessity for more research in this field. Although the digital world provides a unique platform for self-expression, it also poses difficulties for controlling conversations and guaranteeing that all opinions are heard without violating the rights of others to privacy and dignity. The study underlines how important it is for the media to support gender equality and to exercise caution when spreading myths that may have an impact on people's gender identities in online groups.

Moreover, the research points out the complexities of analyzing gender representations in the digital realm due to the rapid and transient nature of online content. The study acknowledges the limitations in categorizing gender portrayals in online news, as the portrayal of women and men can vary depending on the context of the article, be it social, political, economic, or lifestyle-related. Despite these challenges, the study aims to provide a comprehensive overview of gender representations in digital media to complement existing research on traditional media.

By analyzing headlines from Romanian news portals, the research aims to identify new gender images in online media and how they perpetuate dominant ideologies of gender. The study promotes the

advancement of gender equality in media representations and emphasizes the influence of media on gender attitudes. It also discusses how gender images in the media are changing and how feminism has influenced popular culture.

The concept of internet identity and persona is explored within online communities, where users may adopt real or false identities. Media is identified as a key influencer in shaping these identities, with academic research focusing on the impact of digital identity on individuals. By analyzing online Romanian news headlines, the study also explores how popular culture and digital media contribute to the perpetuation of gender stereotypes. It emphasizes the need for more investigation and education regarding the ways in which media and technology shape gender identities, especially when it comes to online news sources.

In conclusion, the study's findings emphasize how important digital media is in influencing how people perceive and represent gender. The study emphasizes the importance of media supporting gender equality and to be aware of the effects of gender stereotypes that are reinforced via online news sources. In order to promote a more welcoming and respectful digital environment, it emphasizes the need for ongoing research and awareness in this area and advocates for a deeper comprehension of how media and technology shape gender identities.

## **2. Representation of Women in the Age of Globalized Film**

Eugene Nulman from University of Kent in Canterbury, United Kingdom conducted the research titled "Representation of Women in the Age of Globalized Film" in 2014.

The study examines the representation of women in high-grossing Hollywood films from 1990 to 2009, focusing on common themes such as women being portrayed as peripheral, maternally or romantically linked characters who are adventure-seeking and both rescue and require rescuing. The study also explores the evolution of women's roles in film, particularly

as rescuers, and to consider the impact of globalized cinema on cultural perceptions of women. Additionally, the research compares the representation of women in films from the 1990s to the present with those from the 1980s, highlighting any differences in the roles women play and discussing the potential impacts of these representations on cultural ideas of gender, sexuality, and the role of women in the context of cultural globalization.

The impact of Hollywood films on global audiences, particularly in terms of the representation of women, is a significant aspect of cultural globalization. The portrayal of women in these films can shape cultural ideas of gender, sexuality, and the roles of women in society. As Hollywood films reach a wide and diverse audience worldwide, the potential impact of these representations on different cultural contexts becomes crucial to consider. The study highlights the importance of examining how these representations align with existing cultural beliefs and whether they are accepted or challenged by different populations.

The findings suggest that the representation of women in Hollywood films from the 1990s to the present often depicts them as peripheral characters with romantic or maternal ties to central male characters. This portrayal reinforces traditional gender roles and can influence societal perceptions of women's roles and identities. Additionally, the study notes a shift towards women taking on more active roles, such as rescuing others, in films from the 1980s. However, these rescuing actions are often carried out in a feminine manner, utilizing traits like empathy, love, and maternal instinct, reinforcing stereotypical gender norms.

Furthermore, the study raises questions about the impact of these representations on specific cultures and populations. It considers whether the cultural context in which the films are viewed differs from the representations shown in the films, and whether these representations are accepted by the audiences in those cultures. The potential for Hollywood films to introduce new representations of women to cultures previously

unexposed to such portrayals is also highlighted, suggesting the possibility of influencing perceptions and attitudes towards gender roles.

Overall, the study emphasizes the need for a critical examination of the representation of women in popular films and the broader cultural implications of these portrayals . By analyzing the characteristics of women characters in Hollywood films and considering the potential impact of these representations in the context of cultural globalization, the study provides insights into the complex dynamics of gender representation in media and its effects on cultural perceptions. It underscores the importance of understanding how these representations may shape cultural ideas and influence societal attitudes towards women's roles and identities on a global scale.

## **CHAPTER V**

### **CLOSING**

#### **A. Conclusion**

Based on the research conducted using Roland Barthes' semiotic analysis, it can be concluded that the film "Charlie's Angels" (2019) heavily emphasizes the message "Women can do anything," as stated by Sabina, one of the main characters. This message is consistently represented throughout the movie, reflecting director Elizabeth Banks' views on feminism and gender. The film incorporates and challenges traditional gender roles, presenting a strong representation of liberal feminism. By using connotation signs, the film promotes a feminist agenda and reshapes traditional gender norms.

The analysis of eight key scenes shows that "Charlie's Angels" represents the feminist agenda unapologetically. The female characters are depicted as capable, empowered, and excelling in traditionally male-dominated fields, fitting the "Mary Sue" archetype, which refers to excessively idealized characters with no realistic flaws. The film emphasizes their strength, intelligence, and skills, challenging stereotypes and advocating for gender equality.

In the scenes analyzed, the female characters exhibit no weaknesses, embodying gender equality and challenging traditional roles. Sabina, introduced as a feminist spy, performs various tasks without struggle. Similarly, Jane, the group's muscle, also shows intelligence, while Elena, initially an employee, seamlessly joins the Angels despite lacking experience. Bosley, their leader, demonstrates leadership and resourcefulness without any shown weaknesses..

#### **B. Limitations**

In this research, the researcher has limitations when collecting data, namely in terms of time. The researcher faced time constraints due to other obligations while conducting this research. Even so, the researcher will complete the obligations to get S.I.Kom title from Communications Science, Faculty of Psychology & Socio-Cultural Sciences in Universitas Islam Indonesia.

### **C. Recommendations**

A comparative analysis with other films or earlier adaptations of "Charlie's Angels" could show the evolution of feminist representations. Audience reception studies could provide insights into diverse perceptions of the film's feminist messages. An intersectional analysis could examine how the film addresses issues of race, class, and sexuality alongside feminism.

Additionally, analyzing the cultural impact of the film, including its influence on public discourse and the film industry, would be valuable. Extending the semiotic analysis to marketing materials like trailers and posters could reveal how these elements promote the feminist agenda. Longitudinal studies tracking changes in feminist representations in action films over time could identify trends and shifts. Finally, comparing theoretical frameworks like Barthes' semiotics, Fiske's semiotics, and feminist film theory could highlight their strengths and limitations in analyzing feminist themes.

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