

CHAPTER IV

FINDING AND DISCUSSION

This chapter describes about research findings and discussion that includes how the gender stereotypes presented in Brave animation movie and the kinds of the gender stereotypes phenomena found in Brave animation movies.

A. Finding

In this section, the resercher analyzed the data based on the data classification of gender stereotypes presented and the types of gender presented in the Brave film by using Brannon's theory. Based on the result of the study, it revealed that there were four types of gender stereotypes: physical characteristics, behavior, occupations, and traits.

This movie is taking place in medieval Scotland, with great attention to Scottish detail. Through the movie takes some creative liberties regarding Merida's coming of age story, Scottish culture oozed from the setting and narrative. The presentation of gender stereotypes were provided in which minute the textual pieces of evidence of Merida is being forced by her mother to perform feminist and other gender stereotypes phenomena found in the movie.

Here are the analyses of each finding collected from the movie:

1. The kinds of gender stereotypes.

Gender stereotypes has presented from the dialogues of the movie, and the researcher found the dialogues that contain gender stereotypes.

➤ **Textual Evidence 1 (0:02:30)**

Dialog: Queen Elinor: “A bow, Fergus? She’s a lady.”

From the dialog, Queen Elinor was questioning King Fergus's decision of 1st birthday gift for his daughter, Merida. He gave her bow, although he understood that Merida is a woman. When it is related to the setting of this movie, there is a proof of a Princess should not be burdened by other masculine activities like archery or riding a horse or fight. She must spend all of her time, be schooled at home by her mother, embroidery, learn mostly about languages, and how to be entertaining as Princess. A princess does not have time to deal with arranging wars so that learning how to defend her as if archery is not necessary. This evidence shows the occupation of a Princess limits her in doing what she loves to do.

(Occupation)

➤ **Textual Evidence 2 (00:05:19-00:05:50)**

Dialog: Merida: “I became a sister to three new brothers. The princes; Hamish, Hubert and Harris, We devils, more like. They get away with murder I can never get away with anything. I am the princess. I am the example. My whole life is planned out, preparing for the day I become, well, my mother.”

From this dialog, Merida complains about the injustice freedom that her younger brothers have, whereas she cannot get away with anything. It is because of exclusive occupations that are attached to her. As she said in the dialog, she has got duties, responsibilities, and her hopes,

because, in the end, Merida would be the heir of her father's kingdom, or on the other hand, she would become Queen of her kingdom. As the Queen in the future, she still has to obey the King or the rules of the Castle. Besides that, she would be limit by the other feminine stereotypes about personal traits that she should be submissive, gentle, and nurturing as well as to put family's welfare before her own. **(Domestic Behavior)**

➤ **Textual Evidence 3 (0:06:06)**

Dialog: Queen Elinor: “Enunciate, you must be understood from anywhere in the room, or it's all for naught.”

Females in the Medieval period must stand out of what she believes, but it does not mean she needs to be aggressive, less sensitive, and dominant. The women who lived in the medieval period were forcing to amaze the people with their intelligence since they were schooled and were forbidden to do anything else. The last is showing how many years had spent by the Queen to schooling Merida. If she does not enunciate, projecting her voice, and stand out in front of her people, then all of the efforts would waste in vain. It becomes another occupation harmful stereotypical role for women living medieval period. **(Personality traits)**

➤ **Textual Evidence 4 (0:06:14)**

Dialog: Queen Elinor: “A Princess must be knowledgeable about her kingdom.”

This dialog has been classified as an occupation stereotype, which a Princess should carry. It certainly is against her occupation as a Princess.

She does not allowed to do outdoor activities, whereas she also needs to be knowledgeable about her kingdom. It is not enough for her to know it from textual books. In other words, she is limited in being known in other areas or information, mostly outdoors, because she must work on generally indoor. She has used only to build a relationship or socialize with people around or alliances between countries. If there is a chance for her to rule a kingdom, then she also has duties to be knowledgeable about her own, but still, she has restricted by responsibilities in raising her children. It is like repetitively performing the same roles as when she was a Princess. She cannot break the rules since Merida is the Princess. **(Occupation)**

➤ **Textual Evidence 5 (0:06:17)**

Dialog: Queen Elinor: “She does not doodle.”

From the dialog above, doodle or unintended drawing does not allowed, except they take things seriously, like painting self-portraits. Most men do art things, like drawing, and like painting is still life and women are limited in doing art things, so as they mostly became the objects of the paint only. This stereotype is then prohibiting Merida to find out her passion. Finding out one could help a person to work and do something with all of her heart. At the end of the result would always turn out good. This case then becomes another occupation stereotyping for women in the middle ages period. **(Occupation)**

➤ **Textual Evidence 6 (00:06:30-00:06:42)**

Dialog: Queen Elinor: “A princess does not chortle, does not stuff her go! Rises early. compassionate, patient, cautious, clean and above all, a Princess strives for...well, perfection.”

The dialog shows how Merida has responsibilities in forming a good image of a Princess and she was forced to have a great physical appearance (ex; slim and pretty), for feeder, her stomach with many foods is not allowed. She must not act oppositely her characters as what society believed her to have. As a Princess, Merida requires to do all the things, which Queen Elinor said, it was the activity of a real Princess. She should begin her day in the early morning and then followed by breakfast. In leisure time, Merida should have to do embroidery, discussion on betrothals, marriage, and build the family. A noblewoman like Merida must strive for perfection almost in everything, except for masculine activities. This case shows the harmful pieces of evidence of stereotypes that are force for Merida to conduct and obey the rules. **(Physical Appearances, Occupation, and Personal Traits)**

➤ **Textual Evidence 7 (00:10:08 - 00:10:14)**

Dialog: Queen Elinor: “Merida, a Princess does not place her weapons on the table.”, “A Princess should not have weapons in my opinion.”

From the dialog above, the Queen said if Merida does not allowed putting the bow on the table and a Princess should not have weapons. A princess does not allow, learn the material art, she lives in the medieval

period, which, threatens the people, and at least know how to use swords. However, Queen Elinor shows a Princess is an occupation that has many limitations, including having a bow without its arrows to be placed on the table. As back to the case, if the Princess should be feminine and not masculine. **(Occupation)**

➤ **Textual Evidence 8 (0:12:07)**

Dialog: Queen Elinor: “The lords are presenting their sons as suitors for your betrothal.”

From the dialog, the Queen wants her daughter to married soon. Because Princesses like Merida must get married, from this Queen Elinor told Merida immediately have a little family and will be a Queen in the future. Here Merida is looking for a match through competition, without Merida’s agreement. She does not allow finding her soul mate and must obey her mother’s rules. Young girls like Merida should enjoy freedom, but the Queen forced her. Queen Elinor shows a Princess is an occupation which has a lot of limitation or focused only as a Princess who has feminine act. **(Occupation)**

➤ **Textual Evidence 9 (0:12:24)**

Dialog: Queen Elinor: “This year, each clean will present a suitor to compete in the games for your hand.”

The Queen still wants her daughter to marry by competition. It means that for those who can win the competitions, he will become Merida’s husband. Merida tries to reject her plan until she raises her voice

because she was annoyed with the Queen. Merida was not giving the freedom to choose for her choice. Queen Elinor has always decided on her life (Merida). Merida feels that her life has always governed by her mother's rules. She wants to feel how life is free from the mother's rules and without any command from her mother. He did something to hide from the Kingdom people, especially her mother. **(Personality Traits)**

➤ **Textual Evidence 10 (0:12:31)**

Dialog: Queen Elinor: “A Princess does not raise her voice.”

This dialog shows that a Princess comes with certain personality traits that distinguish her from regular women at her age. The warning about raising her voice is also one of those personal traits kinds of stereotypes. Her mother said if a princess should not be loud for her to be heard. A princess should talk in a soft voice and feminine. Merida shows if she does not agree with the mother's decision, but the Queen keeps pushing her decision. **(Personality Traits)**

➤ **Textual Evidence 11 (0:12:34-0:13:55)**

Dialog: Queen Elinor : “Merida, this is what you've been preparing for your whole life.”

Merida : “No, it's what you've been preparing for my whole life. I won't go thorough with it. You can't make me!”

Queen Elinor : “It's marriage. It's not the end of the world!”

As for her engagement, it is also part of the occupation of Princess. She cannot do anything with Queen's decision, which is unbreakable. It

shows that Merida and her mother (Queen Elinor) were arguing about a one-sided decision of engagement from allies for her father's kingdom. In the Medieval period, trading a King's daughter has allowed. A marriage was arranging by powerful families so that they can build strong alliances and, women were the property that was deal in. This stereotype is still happening up to these days. The noblewomen in the world used to build more strength or power and gain more alliances as it happened to Merida. A princess like Merida must obey the King or the Queen. As we can see, Queen Elinor is showing the world how love is nothing compared to the fate of her kingdom. **(Occupation)**

➤ **Textual Evidence 12 (0:14:58)**

Dialog: Queen Elinor: "Merida, all this work, all the time spent preparing you, schooling you, giving you everything we never had. I ask you, what do you expect us to do?"

In other evidence, the parents in the medieval period were involved in raising their children to be ready to marry soon, especially women who were wishes to be respectful to all of the male members of their family. If they fail, the failure was seeing as a crime against religion, and social norms prevailed at that time. The parents come with occupation to bring their daughters to engagement and then instruct them beforehand about being good wives and mothers in the future, and being force by people who come with occupation makes the one who is a force to fulfill her occupation, as the result of this parental relationship. It means that we

cannot take the decision from one-side only so that there is no one-side being force. **(Personal traits)**

➤ **Textual Evidence 13 (0:27:37)**

Dialog: Queen Elinor: “I am the Queen, you listen to me!”

From this dialogue, Merida is facing the fact that Queen Elinor should not be ignored by her daughter when speaking. She also tried not to do what her mother wanted; Queen Elinor still forced Merida to obey her mother's decision, because Merida as a Princess had to obey all the rules of the Queen or King that made. Merida is considered to be a slave to her parents and other people around them; she must fulfill other jobs.

(Domestic Behavior)

➤ **Textual Evidence 14 (0:27:54-0:27:56)**

Dialog: Merida: “You walk around telling me what to do, what not to do, trying to make me be like you.”

Merida said if she just followed what her mother said, and trying to be like her, but besides that Merida cannot do that, she has her own life, and not to all of her life or her decision was governed by his mother. She wants freedom and chooses her life path without limitation of the rules from her mother. Merida has her traits, and no one cannot stop and change her nature. Besides that, the Queen wants Merida to hear what she wants and trying to be like her (Queen Elinor) who is feminist and not to be masculine. **(Personal traits)**

➤ **Textual Evidence 15 (0:28:18)**

Dialog: Queen Elinor: “Merida, you are a Princess, and I expect you act like one.”

Queen Elinor still forcing Merida to be the daughter that she wanted, and this occupation must fulfill by Merida as feminine Princess. Queen Elinor wants Merida to implement what she wants and cannot refuse it. The Queen wants her daughter to obey her rules and married soon. Because she does not want a Princess like Merida to do masculine activities like riding the horse, archery, and everything that man does. Merida must do feminine activities only, not else. **(Occupation)**

2. The presentation of gender stereotypes by the dialog

In this section, gender stereotypes are presenting by dialogs between characters. They are side by side and be proved by visual evidences formed in screenshots which on the appendix’s page related to the theory conducted by the main female character, Merida.

Gender stereotypes not only showed by dialogs but also showed by performativity from the characters. The researcher only focusing on dialogs between the characters from the movie based on theory. Gender stereotypes can explain as beliefs about characteristics associated with, and the activities appropriate to men or women (Brannon, 2016).

Here are the evidences of the gender stereotypes from the movie by dialogs.

No	Dialogs	Minute
1	Queen Elinor: “A bow, Fergus? She’s a lady.”	0:02:30
2	Merida: “I became a sister to three new brothers. The princes; Hamish, Hubert and Harris, We devils, more like. They get away with murder I can never get away with anything. I am the princess. I am the example. My whole life is planned out, preparing for the day I become, well, my mother.”	00:05:19-00:05:50
3	Queen Elinor: “Enunciate, you must be understood from anywhere in the room, or it’s all for naught.”	0:06:06
4	Queen Elinor: “A Princess must be knowledgeable about her kingdom.”	0:06:14
5	Queen Elinor: “She does not doodle.”	0:06:17
6	Queen Elinor: “A princess does not chortle, does not stuff her go! Rises early. compassionate, patient, cautious, clean and above all, a Princess strives for...well, perfection.”	00:06:30-00:06:42

7	Queen Elinor: “Merida, a Princess does not place her weapons on the table.”, “ A Princess should not have weapons in my opinion.”	00:10:08 - 00:10:14
8	Queen Elinor: “The lords are presenting their sons as suitors for your betrothal. ”	0:12:07
9	Queen Elinor: “This year, each clean will present a suitor to compete in the games for your hand. ”	0:12:24
10	Queen Elinor: “ A Princess does not raise her voice. ”	0:12:31
11	Queen Elinor : “Merida, this is what you’ve been preparing for your whole life.” Merida : “No, it’s what you’ve been preparing for my whole life. I won’t go thorough with it. You can’t make me! ” Queen Elinor : “It’s marriage. It’s not the end of the world!”	0:12:34-0:13:55
12	Queen Elinor: “Merida, all this work, all the time spent preparing you, schooling you, giving you everything we never had. I ask you, what do you expect us to do?”	0:14:58
13	Queen Elinor:” I am the Queen, you listen to	0:27:37

	me!	
14	Merida: “You walk around telling me what to do, what not to do, trying to make be like you.”	0:27:54-0:27:56
15	Queen Elinor: “Merida, you are a Princess, and I expect you act like one.”	0:28:18

From the explanation above showed that, the sentence that are red are the sentences or words that contain gender stereotypes. Thus, the Brave movie presenting the gender stereotypes by the dialogs. The researcher has found 15 dialogs between the characters in the movie. The researcher has found the dialogs, which contain gender stereotypes in the movie. Most of dialogs occur between Queen Elinor and Merida.

In addition, the gender stereotype from the movie has focusing on female character. It is talking about feminist of the main character (Merida), beside that Merida acts as masculinity character. Besides that, the main character is forcing by her mother Queen Elinor to be feminist.

B. Discussion

In this part, the researcher discussed the data that has been finding in the movie about gender stereotypes. After the researcher analyzes the data and classifying the data from how do the gender stereotype is presenting in the movie and the kinds of gender stereotypes; the researcher intends to discuss the findings data that have been investigated in this part

to answer the research question. Based on the research finding, it is clear that the Brave movie shows gender stereotypes.

The result of this study, the researcher found 17 data those kinds of gender stereotypes, and 15 data of dialogs that contain gender stereotypes that presented in the movie. There are four kinds of gender stereotypes proposed by Brannon (2016), first is physical characteristics, occupations, traits, and behavior. First, physical characteristics refer to one's appearance physically, second is occupation, it is associated with one's job, third is traits, it is someone's distinguishable features personality-wise, past behavior is one's action toward something.

The researcher found 1 data of physical characteristics, 7 data of occupation, and 7 data of personal traits and 2 domestic behavior. The data find out from the dialog presented in the movie. The searcher found all of the kinds of the gender stereotypes. Then the gender stereotypes presented in the film by the dialogs between Merida and Queen Elinor. Queen Elinor's conversation is often diverging about gender stereotypes; she forced her daughter to obey her rules. Based on Rimon-Kenan (2002) believes that most of the characterization adopt indirect characterization since it will put more active roles on the readers to depict the characters by themselves.

Two previous studies, which both analyze Disney Movies, are particularly relevant to the present study. The study that was conduct by Yogi (2019) *Gender stereotypes in Moana (2016): A film analysis of the*

main character. The result of data shows that Moana possesses nine masculine traits and three feminine traits. The study shows that she is different from most female main characters in the children's film because her masculine traits dominate the feminine traits. Moana denies Brannon's (2016) statement that women who do not have the traditional characteristics of *the cult of true womanhood* will not gain happiness and power. However, Moana shows that she has the strength to save her people and the island. The study analyzes the portrayal of Moana by using characterization in film theory and analyzes the gender stereotypes attached through gender stereotypes theory.

The second conducted by Streiff and Dundes (2017) *From Shapeshifter to Lava Monster: Gender Stereotypes in Disney's Moana*. This study indicates different findings and similar theories. Their research concludes that *Moana* (2016) does perpetuate gender stereotype that has been built by Disney. These seem to have occurred because Streiff and Dundes did not only focus on Moana, as they also analyzed other characters. The character Moana is brave and masculine dominant. It is similar to Merida in *Brave* movie who most masculine than feminine.

Females' characters' heroism has restricted by stereotypically feminine behavior that rarely includes conquering evil villains. Merida saves her mother from her father and fights her father. As a feminine hero, she cannot humiliate a male opponent, which is the province of male heroes seeking to boost their masculinity. Gunter (15-16) argued that

women are seen as domestic, focused mainly on family and personal relationships; they are considered highly emotional individuals, less competent and dependent on their male counterparts for emotional and financial support.

Gender stereotypes are highly perspective, for example; the stereotypes of women are warm and caring is matched by societal prescription that they should be warm and caring. Similarly, the stereotypic belief that men are strong and argentic was matching by societal prescription that they should strong and argentic. As this research who are showing if Merida has masculinity which got from his father, her father want her to be heroic like her father but beside that her mother forced her to be feminine like a princess do. The princess should be feminine and caring with the future family.

In western culture, gender stereotype is equivalent to nurturing personality and aggressiveness was equated to masculinity. According to Hynes' article, the social context depended upon by these behaviors and characteristics. Gender stereotypes can arise from the characters' behavior like Brannno's theory that argued about the kinds of the gender stereotypes. According to Little John as quoted in Mediana Anggarwati's thesis Jo March's Masculinity and its impact on her idea of Marriage as Depicted in Lousia May Alcott's Good Wives, gender and sex are two different things. Gender was constructed by society, means it does not only about the physical appearance, but it is actually undergone for every

human, including language, job, role in the family and so on, while sex is the biological or genetic component if you are born man so you are man, and if you are born woman so you are woman.

The culture of this film has taken from the culture of the Scottish people. In this, film the male wearing tartan. The plaid pattern most commonly attributed to Celtic heritage known as tartan. A tartan may be worn as a kilt, sash, dress, wrap, or cloak. This pattern is to distinguish clan households from one another. From this film, it has been describing that the clothes are identical to women. Each color of tartan stands for something in the clan's origination, region, and/or reputation. This is why each of the Clan kilts looks vastly different in the movie.

Another gender stereotype showed by culture is about Arranged Marriages. In medieval Scotland, arranged marriages were a common thing among the high classes and nobility. Born from King Fergus and Queen Elinor, Merida was a high-ranking daughter of a Clan leader. Historically, she would have been placed into an arranged marriage to keep peace among different Scottish clans. It is proved by dialogues above on number 9 and 11 who talking about the competition, for the man who wins the competition, he will marry Princess Merida.

It has proven in Brave movie, which takes the Scottish's culture in Medieval Scotland. Where the men wearing a tartan, a traditional dress, and each color of tartan stands for something in the clan's origination, region, and/or reputation. In addition, culture is arranged marriages. In this

era is typical competition, someone who wins the competition, will get the Princess or Prince or can marry with her/him. So, the gender stereotypes can prove by the culture. Because of the gender construction by society, there is a norm called as traditional gender role, this norm cast or force a men supposed to be masculine and women supposed to be feminine.

From this analysis gender, stereotypes not only showed that by dialogs or performances, between the characters but gender stereotypes could happen because of culture itself. Every country has a different culture. One of them is takes from this movie, the Scottish culture from Medieval Scotland. In addition, gender stereotypes could occur among men or women.