

## Analysis of Messages and Perceptions of Liberal Feminism in Disney's Aladdin Movie

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### Abstract

This study aimed to analyse the Characters of Jasmine on Aladdin, represents liberal feminism. One Disney heroine who epitomizes the strength and bravery of a woman is. This study looks for feminist view points in Princess Jasmine's character via the lens of liberal feminism discuss in methods of qualitatvies descriptives. It will also look at how the audience's perceptions of gender roles and social equality are influenced by the character. The study's findings should deepen our understanding of how female characters are portrayed in the entertainment business and how role models like Jasmine affect young women's generation expectations and perceptions of gender roles in real society especially in Indonesia and also provide insight into the potential of animated films to present more inclusive and progressive messages of feminism to audiences from diverse backgrounds.

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### INTRODUCTION

Literature is an imaginative work that describes human life that is presented so that it is easy to understand, enjoy and take good lessons in social life (Safrudi, 2014). Films are visual literature that contains messages that can take us anywhere. Films are videos that are shown on television or in theatres. (Shoira Boltayevna, 2020)state that “a series of images that create the illusion of motion projected onto a screen to be shown through television or cinema is the definition of film”. (Putri et al., 2021)“A character, then, is presumably an imagined person who inhabits a story— although that simple definition may admit to a few exceptions. But usually, we recognize, in the main characters of a story, human personalities that become familiar to us.” In conveying emotions and messages is needed the main character. The main character has a role to convey what the intentions and objectives are in the story that will be performed from the beginning to the end of the story. In addition, the main character also has the task (Kadwa & Alshenqeeti, 2020).

There are various kinds of movies that carry community values. One of them is where women cannot express their opinions as freely as men in a social environment. In this case, it is included in the issue of gender equality. Women's rights that they should have such as gender equality and freedom are often hindered by culture. So in this case, the value of liberal feminism is not reflected.(Ranjan, 2019) “The first wave of feminism originated in the 1850s had comprised

several issues like suffrage in elections, working of pursuing education as same as men". Feminism is a form of gender equality. While the feminist movement aims to gain equality between men and women, one of which is in the fulfilment of equal rights and opportunities.

There are several streams in feminism, one of which wants to be discussed is liberal feminism. Liberal feminism targets the elimination of inequality between women and men in legal, political, social, and educational settings. one researcher emphasis that "In the liberal view, the subordination of woman is caused by asymmetrical gender socialization practices and discriminatory laws that exclude women from the mainstream of economic and political life." (Putri et al., 2021). The goal of Liberal Feminism studies is the rights of women in determining their lives without following the rules that exist between family and society. Every woman has the right to determine her life and choose her life partner. Women lead an organization or society, women have the opportunity to be able to prove.

The problem to be raised is that there is still a gender gap between men and women in some places in Indonesia. Those in the social environment, still doubt the ability of women in terms of leadership both in terms of economics, to politics. So that leadership positions are still occupied by men. Based on news: Indonesian law in the economic sector has not fully guaranteed gender justice. This can be seen from the Women, Business, and the Law 2023 report released by the World Bank on Thursday (2/3/2023). Through the characters in the film Aladdin (2019), the author wants to show that woman wants to determine her life and fight for her rights as a woman and successor to the throne through the characterization of Princess Jasmine

Based on the explanation above, the author is willing to analyse liberal feminism based on the characterization of princess jasmine. The author found that princess jasmine represented the figure of a woman who wanted to fight for rights and freedoms through the feminist movement.

The objectives of this study are:

- 1) This study aimed at finding out the message about gender equality from the character of princess jasmine,
- 2) This study aimed at giving information to the reader about liberal feminism that a woman can lead an organization or society,
- 3) Giving information that woman has the opportunity in becoming leader everywhere.

The Significances of this study that it is hoped can be used as a reference for future study, especially for student English programs in topic discussion in Linguistics Analysis in Feminism. Second, giving information about the differences between feminism and liberal feminism to the reader the Last, Changing everyone's mind-set that every woman has the right to determine life.

## 1. Films

The type of literature that enters many children's lives is non-fiction literature in the form of fairy tales. Fairy tales are usually in the form of reading books. However, nowadays fairy tales are already in the form of movies. Movies are videos that are shown on television or in theatres. Movies, also known as films or motion pictures, are a form of visual storytelling that combines moving images, sound, and often music to create a narrative or convey.

So, in another word, A movie is a series of compelling moving images and has the ability to influence the audience so that they can feel an experience similar to the real world that exists in the imagination. In the movie, scenes are acted out by actors and actresses who bring the story to life (Gunawati et al., 2021).

## 2. Disney Aladdin's Films

Capable ruler for Araba after her father, she challenges the male-dominated society she lives in. Jasmine forms a close friendship with her handmaiden, Dalia, whom she confides in regularly. Despite being forbidden to leave the palace by her overprotective father, Jasmine disguises herself as Dalia and ventures out incognito. This confinement is a result of her mother's mysterious murder, which led the Sultan to fear for Jasmine's safety. It is during one of her secret excursions that Jasmine encounters Aladdin, and their eventual romance begins.

Jasmine is given a solo song titled "Speechless," which highlights her refusal to remain silent or be controlled by others. When Genie advises Aladdin against making someone fall in love instantly, Aladdin decides to present himself as a prince to capture Jasmine's attention, especially during the musical number "Prince Ali." Aladdin's attempts to impress Jasmine at a party fail until he convinces her to trust him and ride on a magical carpet, which takes them on a journey around the world in the musical number "A Whole New World." The scene where Jasmine uncovers Aladdin's true identity by removing his turban is omitted.

Throughout the story, Aladdin becomes increasingly troubled by his deception and longs to reveal his true self to Jasmine. Jafar, the antagonist, sends Aladdin, along with Abu and Carpet, to a frozen wasteland, while imprisoning Jasmine, Dalia, and the Sultan in the palace. In the palace, a priest suggests to Jasmine that she should marry Jafar, which she vehemently rejects. Jasmine seizes the opportunity to escape the forced marriage by taking the magical lamp, enraging Jafar. Aladdin notices Jasmine's escape and joins her, along with Abu and Carpet. Jafar transforms his sidekick, Iago, into a giant bird-like creature to retrieve the lamp, but after a struggle, Iago is subdued by the Sultan. Jafar uses his final wish to become a powerful genie but is ultimately defeated, (General Data Protection Regulation, 2016) as a genie without an owner is trapped back inside the lamp.

Aladdin apologizes to Jasmine for his lies, and after Aladdin uses his final wish to set the Genie free, they marry each other. The film concludes with a scene of Jasmine dancing with everyone in the palace during a reprise of "Friend Like Me"

## 3. Characters

Character is someone's personality that few people have seen. The character in person is the way someone thinks, feels and behaves. A character in literature, film, or any narrative medium refers to an individual or entity that plays a role within the story. Characters are often fictional, but they can also be based on real people or historical figures. They are the driving force behind the plot and serve to engage the audience or readers by bringing the story to life. In film, characters are portrayed by actors who bring their physicality, expressions, and mannerisms to the role, adding depth and nuance to the character's portrayal. The combination of visual and auditory elements in

Characterization is the portrayal of a real person through the actions of the characters in a story. First, Physical appearance of the main characters. In this point contains about physical appearance. Starting from age, gender, hair colour, skin colour and stature. Second, Social status of the main characters. In this point explains the life that the character lives. Starting from the educational background to the class of life. Third Personality of the main characters. This point describes the personality of the main character, whether they can see good conditions to play a role, whether they are responsible and so on.

Characters can be complex and multidimensional, with their own unique traits, personalities, motivations, and conflicts. They can be protagonists (main characters), antagonists (opposing the protagonist), supporting characters, or even minor characters that contribute to the overall narrative.

Thus it can be concluded that character is the character of a person regarding the role displayed. Characters in movies play an important role in driving the story, eliciting audience emotions, and providing layers of complexity in the viewing experience.

#### 4. Jasmine characterization in Disney's Aladdin movie

Jasmine is one of the main characters in the movie Aladdin released in 2019. She is the daughter of the Sultan of Agrabah and the love interest of the main character, Aladdin. In this movie, Jasmine is portrayed as a smart, strong, and brave woman. She has a strong spirit to change her own destiny and does not want to be bound by social rules that limit her freedom as a woman. Jasmine refuses to be seen as just an object of marriage or submit to society's expectations of women.

Jasmine wants to be a good leader and fight for justice for her people. She strives to earn her right to a voice in political decision-making and bring positive change to her kingdom. Jasmine fights against gender discrimination and strives for equality for women in Agrabah.

In addition, Jasmine also shows kindness and empathy towards others, including Aladdin who is trying to survive on the streets. She rescues Aladdin from dangerous situations and they form a strong and supportive relationship. Jasmine's character in this version also has a deeper background, with an exploration of her daily and personal life. The movie gives room for Jasmine to express her aspirations and pursue her dreams and goals with courage. In Aladdin (2019), Jasmine is played by actress Naomi Scott. Jasmine's performance in this movie gives a more modern feel and empowers the role of women.

#### 5. Feminism

Feminism is a series of social, political, and ideological movements that aim to establish and achieve gender equality in all aspects, from politics, economics, the personal sphere, to the social sphere. Many people often misunderstand and think feminism is an ideology that hates men. In fact, both men and women benefit when there is no unequal relationship between the two.

Feminism is a social and political movement that strives for gender equality between women and men. The main goal of feminism is to eliminate discrimination, injustice and inequality experienced by women in various aspects of life, including the social, political, economic and cultural spheres.

The issue of women (feminism) is one of the social issues that is currently being discussed. In a patriarchal society, women are still often considered weak and dependent on men. As stated (Desmawati, 2018) opinion that related to the gender perspective of both men and women, women are often considered the weak party. In a patriarchal society, women are also seen as marginalized and dependent on men.

In other words, Feminism does not mean considering women better than men or trying to replace male dominance with female dominance. Instead, feminism strives for gender equality which involves the elimination of gender stereotypes, the recognition of women's rights, and the empowerment of women to choose and control their own lives.

It is important to note that feminism is not just a women's issue, but also offers benefits to society as a whole by striving for more just and inclusive social change.

#### 6. Liberal feminism

Liberal feminism, also known as liberal feminism, is a school within the feminist movement that emphasizes the importance of gender equality through social and legal reforms within existing systems. The main focus of liberal feminism is on women's liberation through measures such as

policy changes, legal protections, and equal opportunities in education, employment, and political participation.

Liberal feminism focuses on individual freedom for women(Nahdiyati, 2009). At the beginning of its emergence in the 19th-20th centuries, the struggle of this feminist school was more directed at women's individual rights in the political, economic and social spheres. Liberal feminism itself is divided into two parts, namely, classical and egalitarian liberal feminism.

Classical liberal feminism emphasizes the freedom of individual civil rights such as women's suffrage, the right to own land, and freedom of expression. Egalitarian liberal feminism, on the other hand, focuses more on equal and fair opportunities for women in accessing resources.

The goal of Liberal Feminism studies (Bahri et al., 2022) is the rights of women in determining their lives without following the rules that exist between family and society. Every woman has the right to determine her life and choose her life partner. Women lead an organization or society; women have the opportunity to be able to prove that women are also competent to become leaders anywhere. A woman has the same rights as a man in general.

## METHOD

Research methodology of this study was Descriptive Qualitative Research to Analyse the Characters of Princes Jasmin on Liberal Feminism theory. This exploration focused on assaying the feminism described by Jasmin. Also, to search the illustration of liberal feminism on the main character refers to Tong's proposition. The research method used involved literature review and analysis of the movie Aladin. Through this method, the researcher managed to reveal the messages and values contained in the character of Princess Jasmine(Dewinta & Kasprabowo, 2021).

While the process of collecting data, were ( 1 ) Downloading Aladdin 2019 movie from the internet.( 2 ) Watching the Aladdin 2019 movie.( 3 ) Taking some notes to punctuate the important effects that were set up in the dialog of the movie that related to feminism proposition. In collecting the data, the researcher watched the movie several times to get appreciation and connected it to the propositions of feminism. Finding some information in books, journals, or papers related to feminism and made an interpretation grounded on those data. After that, the researcher named the data which are the words or expressions and ruled the dialog of the movie.

## FINDINGS

### Data Analysis.

#### Data 1. Woman have freedom

Princess jasmine voices her opinion on the survival of the araba kingdom through the song "silence" Dialogue:

Japar : "I think we have heard enough from you, princess. It is time you start doing what you should have done all along. Stay silent. Guards removed her"

Princess Jasmine : [Princess jasmine sing along] "I won't be silenced. You can't keep me quiet, won't tremble when you try it. All I know is I won't go speechless "

From the dialogue above it can be found that the song "speechless" conveys the message that when faced with threats and oppression, one will not go speechless. In this song, Princess Jasmine shows tremendous courage as a strong representation of feminism. She also uses her voice to stand up for the oppressed people in the palace, including her father, by fighting for rights that were never afforded to her before

### **Data 2. Woman can be leaders**

Princess jasmine is discussing with the sultan about the future of her kingdom.

#### **Dialogue:**

Sultan	:	"We must find your husband, and we are running out of kingdoms."
Princess Jasmine	:	"I could lead if only."
Sultan	:	My dear you cannot be a sultan because it has never been done in the thousand year history of our kingdom."
Princess Jasmine	:	"I have been preparing for this my wholelife. I have read..."
Jafar	:	"Books? You cannot read experience. Inexperience is dangerous. People left unchecked will revolt. Walls and borders unguarded will be attacked."
Sultan	:	"Jafar is right. One day you will understand"
Jafar	:	"Life will be kinder to you, princess once you accept these traditions and understandit's better for you to be seen and not heard."

From the dialogue above it can be found that princess jasmine confronting her father who is also a man and a sultan. At that time, many women in the Middle East faced difficulties in expressing their opinions, so they had to submit to existing rules and laws because they were considered weak. However, with her intelligence, princess jasmine had the courage to voice her opinion in order to become a sultan without having to marry a prince.

### **Data 3. The spirit to break the patriarchal system to become a leader.**

#### **Dialogue :**

Princes Jasmine	:	"You weere just a boy when your father came to work the grounds. But yi have risen up to become our most trusted soldier. As a man, i know you to be both loyal and just. But now you have to choose. Duty is not always honor. Our greatest challenge is not speaking up against our enemies but defying those whose approval we seek the most. Jafar is not worthy of your admiration nor your sacrifice"
Japar	:	"I wish nothing but glory for the kingdom of agrabah."
Princes Jasmine	:	"No. You seek glory for yourself. And you would win it off the backs of my people. Hakim, these men, they will follow where you lead but it is up to you. Will you stand silent while jafar destroys our beloved kingdom or will you do what is right?"
Hakim	:	"My princess, forgive me, my sultan. Guards, arrest the vizier."

From the dialogue above it was found that princess jasmine did not give up or surrender when she was detained by the royal palace guards, instead she showed that women also have the right to have a voice and have the freedom to be involved in situations that occur in her kingdom. Princess jasmine had the courage to open her voice and fight back to protect her kingdom from falling into the wrong hands. Despite the pressure and threats put on her, princess jasmine does not feel fear or submit to oppressive rules, but rather aims to protect.

#### **Data 4. The princess becomes a sultan and manages to break the patriarchal system**

##### **Dialogue.**

Sultan : "All i saw was my little girl not the woman you have become. You have shown me courage and strength. You are the future of agrabah. You shall be the next sultan"

Princess Jasmine : "Thank you baba"

Sultan : "As a sultan, you may change the law."

From the dialogue above it was found that this scene depicts jafar as someone who wants to marry the princess in order to gain power from the kingdom of agrabah. But he has been cursed to be a genie in a magic lamp because of his own greed. After the sultan got confidence from princess jasmin that even though she was a woman she was able to become a successor to the throne of the agrabah kingdom, he crowned princess jasmine as the next sultan. In addition, he also broke the rules so that he could marry aladdin.

#### **Data 5. Woman status is equal to men**

##### **Dialogue.**

Aladdin : "Sometimes you just have to see it from a different perspective."

Princess Jasmine : "It's them, the people. They make it beautiful. And they deserved a leader who knows that. I don't know why i think it could be me"

Aladdin : "Because it should be you."

Princess Jasmine : "You think so?"

Aladdin : "Does it matter what i think?"

From the dialogue above it was found that In contrast to aladdin's opinion. Aladdin has thoughts that do not adhere to a strong patriarchal system, when princess jasmine is Confident that she can become a sultan to lead the araba kingdom, Aladdin supports her and feels that she deserves to be the sultan.

## **2. Character Findings.**

Based on the data analysis it was found that to reveal the message about gender equality based on the character of Princess Jasmine in the films Aladdin. (Maulana et al., 2021) The analysis

finding that the character of Princess Jasmin conveys the message that women also have freedom, the ability to lead, and have equal status with men. In this context, the analysis also supports the concept of liberal feminism which states that women have the same status as men in terms of politics (Palguna & Juniartha, 2023).

## DISCUSSION

This research provides an initial overview of gender equality and liberal feminism as reflected in the character of Princess Jasmin in Aladin. However, there are still gaps in this research that can be developed (Sunaryo et al., 2023). A deeper study of the representation of women in popular literature and its influence on gender equality could provide a more comprehensive understanding.

This research highlights the role of film and media in conveying messages about gender equality. Therefore, more research can be done to explore the influence of other popular media in building gender equality awareness and how it can affect people's perceptions (Prameswari & Susilowati, 2022).

Finally, in the context of education, this research shows the importance of introducing the concept of gender equality to students from an early age. Inclusive education and learning that promotes gender equality can help change stereotypical perceptions and shape positive attitudes towards women's roles in various fields.

## CONCLUSION

From the data analysis and finding it can be concluded that serve as a reference for women in the world, especially for those Indonesia women. It also provides readers with information about the difference between feminism and liberal feminism and aims to change the society's view that every woman has the right to determine the course of life and has the potential to become a leader in various fields.

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