

INTISARI

Norma terus berubah beriringan zaman dengan perubahan ide dan kepercayaan di tengah masyarakat. Dalam ranah isu identitas, norma yang ada sering kali berputar pada standar diskriminasi dalam bertingkah laku. Inklusivitas kemudian hadir demi mendorong perubahan perilaku masyarakat terhadap identitas tertentu menjadi lebih inklusif. Berbagai upaya dan media digunakan dalam usaha konstruksi norma inklusivitas tersebut, seperti melalui media film. Salah satu waralaba terbesar di dunia yang mendapat pengaruh dari berbagai pihak dalam inklusivitas ini, adalah *Marvel Cinematic Universe* (MCU) dengan rangkaian filmnya yang menampilkan beragam identitas keluar dari standar diskriminatif akan identitas tertentu.

Tulisan ini berargumen bahwa norma inklusivitas hadir di MCU melalui representasi identitas yang mengalami progres keberagaman dari film MCU di tahun pertamanya hingga saat ini. Di mana terdapat aktor-aktor global yang mungkin mempengaruhi MCU dalam menghadirkan keberagaman identitas dan inklusivitas dibalik film-film MCU tersebut. Tulisan ini melihat adanya sosok-sosok dari dalam yang memproduksi Marvel, seperti Stan Lee hingga Kevin Feige. Selain itu terdapat sosok-sosok dari luar produksi yang berkaitan dengan gerakan berbasis identitas dalam mendorong inklusivitas di segala ranah. Identifikasi aktor-aktor ini menggunakan teori *norms entrepreneur* dalam mengidentifikasi aktor yang mendorong konstruksi norma. Metode penelitian yang digunakan adalah analisa kualitatif dengan data yang diperoleh melalui studi pustaka.

Kata Kunci: Norma, Inklusivitas, Identitas, Film, *Marvel Cinematic Universe*

ABSTRACT

Norms change as the time, idea, and belief within the society change. On the issue of identity, the standard of norms to behave on the society circle around the act of discrimination. Later, inclusivity emerge as the new idea to behave toward identities in society, where the idea enforce society to act equally toward any type of identity exist. Construction of norms on the basis of inclusivity, use every type of instrument as the platform to emerge and promote the new norm, which include films. One of the biggest franchise on the film industry is Marvel Cinematic Universe (MCU), which has great amount of diversity exist on their list of films.

This paper argue that norms of inclusivity exist in MCU through identity representation on their movies, which we found as years went on there is great progress on their diversity. There are global agents who might influence MCU on their choice on inclusivity in their movies. Those agents come from within the company that help create MCU, such as Stan Lee up to Kevin Feige, who contribute on creating the characters and their identity that they released. The other agents would come from outside of the company, mainly pushed by social movement on identities issue which is the main promotor of inclusivity. Norms Entrepreneur theory used as the way to identified agents that encourage the construction of norms. Research Method use in this article is qualitative analysis with data obtained from literature studies.

Keywords: *Norms, Inclusivity, Identity, Film, Marvel Cinematic Universe*