

INTISARI

Penelitian ini bertujuan untuk mengkaji konstruksi gender dalam budaya populer Amerika melalui representasi gender dalam film-film Netflix orisinal yang dirilis antara tahun 2021 hingga 2023. Representasi gender dalam film berperan penting sebagai medium kultural yang tidak hanya merefleksikan konstruksi sosial mengenai peran, ekspektasi, dan identitas gender, tetapi juga turut serta dalam membentuk pemahaman kolektif mengenai norma-norma yang dianggap wajar atau dominan dalam masyarakat. Sebagai *platform* dominan, Netflix memiliki pengaruh dalam membentuk dan mereproduksi norma-norma gender melalui berbagai narasi dan konstruksi karakter dalam film-film yang diproduksinya. Oleh karena itu, penelitian ini meneliti bagaimana film-film Netflix orisinal Amerika yang dirilis pada tahun 2021-2023 merepresentasikan gender dalam masyarakat Amerika, bagaimana bentuk relasi kuasa gender yang ditampilkan dalam film-film Netflix tersebut, dan mengapa isu gender menjadi aspek yang signifikan dalam narasi film-film Netflix orisinal Amerika tersebut. Menggunakan pendekatan kualitatif dan teori representasi Stuart Hall, penelitian ini memilih film-film Netflix orisinal Amerika sebagai data primer. Pemilihan data menggunakan model *purposive sampling*, yaitu memilih film-film Netflix orisinal dengan kriteria-kriteria. Film-film yang dipilih yaitu *Red Notice* (2021), *Don't Look Up!* (2021), *The Unforgivable* (2021), *I Care A Lot* (2021), *Single All The Way* (2021), *The Adam Project* (2022), *Hustle* (2022), *Purple Heart* (2022), *The Man from Toronto* (2022), *Senior Year* (2022), *Day Shift* (2022), *End of The Road* (2022), *Fatherhood* (2022), *Heart Shot* (2022), *Do Revenge* (2022), *The Out-Laws* (2023), *The Mother* (2023). Film-film tersebut dipilih karena memiliki kriteria sebagai film dengan jumlah *viewer* terbanyak dengan kategori film produksi Amerika. Sementara data sekunder berupa referensi yang relevan dengan fokus penelitian.

Hasil penelitian menunjukkan bahwa meskipun Netflix menampilkan keberagaman gender dan memberikan ruang bagi representasi kelompok minoritas seperti LGBTQ, struktur representasi gender yang dihadirkan masih didominasi oleh norma heteronormatif. Laki-laki tetap mendominasi ranah publik, sementara perempuan masih dikaitkan dengan ranah domestik. Representasi kelompok LGBTQ juga masih sarat dengan narasi konflik identitas dan pengorbanan emosional. Dengan demikian, film-film Netflix orisinal menghadirkan konstruksi gender yang paradoksal: mengusung keberagaman di satu sisi, namun tetap merefleksikan ideologi dominan yang mengakar dalam budaya populer Amerika. Hal tersebut disebabkan oleh dinamika representasi gender dalam film-film Netflix yang dipengaruhi oleh faktor luar seperti pasar dan *platform* Netflix itu sendiri, yang membatasi sejauh mana konten progresif dapat dihadirkan.

Kata Kunci: Representasi Gender, Budaya Populer, Film, Netflix Orisinal, Amerika.

ABSTRACT

This study aims to examine the construction of gender in American popular culture through gender representation in original Netflix films released between 2021 and 2023. Gender representation in film serves as a crucial cultural medium that not only reflects social constructions regarding roles, expectations, and gender identities but also actively shapes collective understandings of what is considered normative or dominant within society. As a dominant streaming platform, Netflix plays a significant role in shaping and reproducing gender norms through various narratives and character constructions in its productions. Therefore, this research investigates how American original Netflix films released between 2021 and 2023 represent gender in American society, the forms of gendered power relations portrayed in these films, and why gender issues are significant within the narratives of American original Netflix productions.

Employing a qualitative approach and Stuart Hall's theory of representation, this study analyzes how gender is represented in selected Netflix original films. The primary data consists of purposively sampled American Netflix original films that meet specific criteria namely, films with high viewership within the American production category. The selected films include: *Red Notice* (2021), *Don't Look Up!* (2021), *The Unforgivable* (2021), *I Care A Lot* (2021), *Single All The Way* (2021), *Fatherhood* (2021), *The Adam Project* (2022), *Hustle* (2022), *Purple Heart* (2022), *The Man from Toronto* (2022), *Senior Year* (2022), *Day Shift* (2022), *End of the Road* (2022), *Fatherhood* (2022), *Heart Shot* (2022), *Do Revenge* (2022), *The Out-Laws* (2023), and *The Mother* (2023). Secondary data include relevant references aligned with the research focus.

The findings reveal that although Netflix showcases gender diversity and provides space for the representation of minority groups such as the LGBTQ community, the structure of gender representation remains largely dominated by traditional heteronormative norms. Male characters continue to dominate public spheres, while female characters are still closely associated with domestic roles. LGBTQ representation is also often framed through narratives of identity conflict and emotional sacrifice. Consequently, original Netflix films present a paradoxical construction of gender: while there are visible efforts to promote diversity and inclusivity, gender representation in these films continues to reflect dominant ideologies deeply rooted in American popular culture. This is because the dynamics of gender representation on Netflix are shaped by external factors such as market demands and the platform's embeddedness within dominant American cultural values, which constrain the extent to which genuinely progressive content can be presented

Keywords: Gender Representation, Popular Culture, Film, Original Netflix, America