

**FIGHTING AGAINST STEREOTYPES REFLECTED IN *CLUELESS*  
MOVIE (1995) BY AMY HECKERLING**

**AN UNDERGRADUATE THESIS**

Presented as Partial Fulfillment of the Requirements  
For the Degree of *Sarjana Sastra*  
in English Letters



By

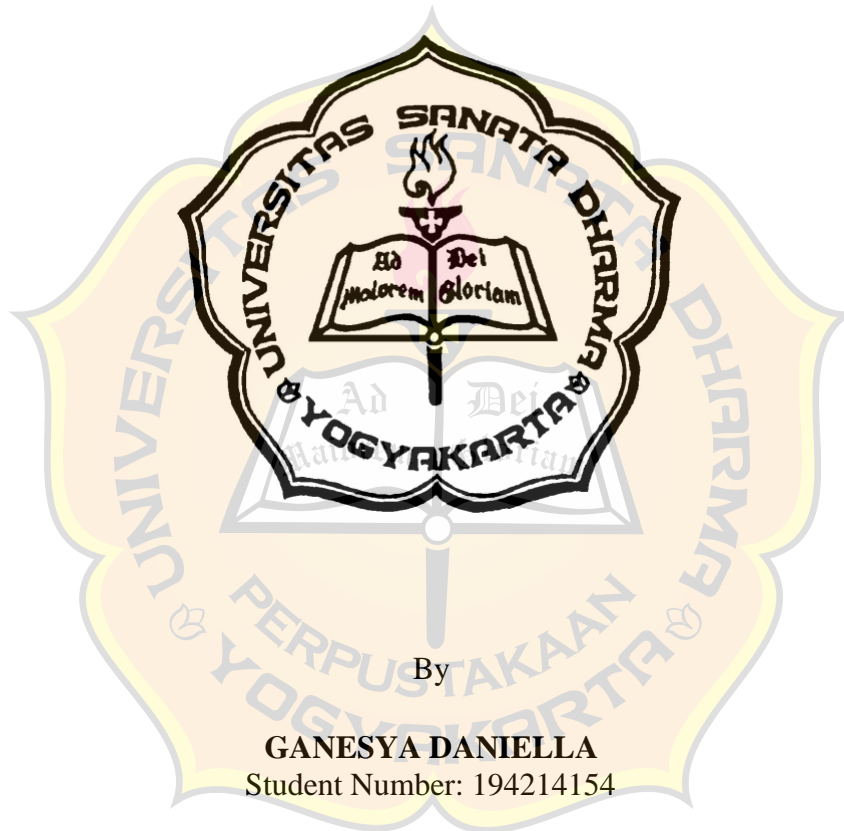
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**DEPARTMENT OF ENGLISH LETTERS  
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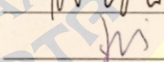

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Ganesya Daniella Vidiadhari



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MOVIE (1995) BY AMY HECKERLING**

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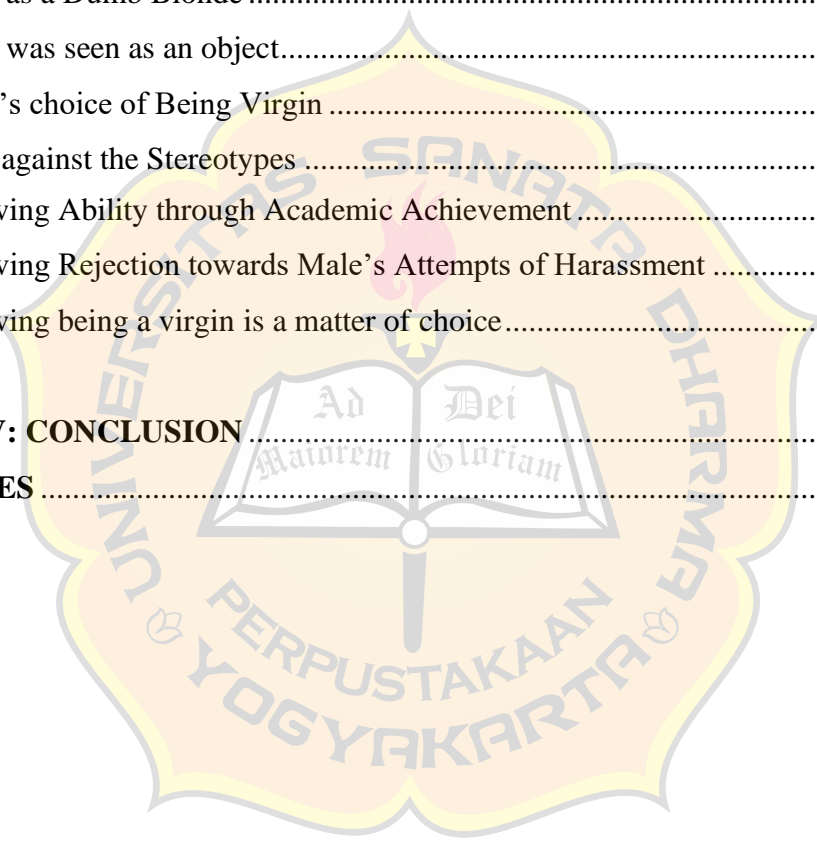
Ganesya Daniella Vidiadhari

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## ABSTRACT

DANIELLA, GANESYA. (2023). **Fighting Against Stereotypes Reflected in *Clueless* Movie (1995) by Amy Heckerling**. Yogyakarta: Department of English Letters, Faculty of Letters, Universitas Sanata Dharma

Literary works often take issues that exist in real society. Each character used in a literary work always has a message behind its characteristics. Readers will learn about the plot's social dynamics and power struggles by analyzing the characters. One movement often discussed in literary work is how women are described. Women are no longer portrayed as weak and inferior but as strong and free in choosing their future. This research uses a movie script entitled *Clueless* by Amy Heckerling for further analysis, especially on the main character, Cher Horowitz.

In this study, there are three problems to be analyzed. The first thing to be analyzed is the characterization of Cher in the film *Clueless*. The second to be discussed is the stereotypes of women that Cher faces in the film *Clueless*. The third problem examines Cher's challenge to the stereotypes she receives in the film *Clueless*.

This study uses qualitative research, which will focus on providing explanations. With its focus on explaining the existing phenomena, this study will use a descriptive method. The data used in this research consists of two types, primary and secondary data. The primary data used in this study is the film script *Clueless* by Amy Heckerling. In addition, the researcher also uses secondary data as research support. Secondary data used includes film, books, articles, journals, theses, the internet, and various other sources related to this research.

This study found that Cher is fashionable, ambitious, kind to others, and confident. As a woman, Cher is a feminine figure. This study also found that Cher was stereotyped by her environment, namely being considered as the blonde girl who is often seen as an object and lack of experience because Cher is still a virgin. The last research finding is how Cher challenges these stereotypes. Cher defies the stereotypes in her environment by proving that she is not who they say she is by providing evidence of her achievements, such as knowledge, self-development, and showing rejection towards male attempts of harassment.

**Keywords:** *Characteristic, Stereotypes, Film, Women Empowerment*

## ABSTRAK

DANIELLA, GANESYA. (2023). **Fighting Against Stereotypes Reflected in *Clueless* Movie (1995) by Amy Heckerling**. Yogyakarta: Program Studi Sastra Inggris, Fakultas Sastra, Universitas Sanata Dharma.

Karya sastra kerap mengambil isu yang ada dalam masyarakat nyata. Tiap karakter yang digunakan dalam sebuah karya sastra selalu memiliki pesan dibalik dari karakteristiknya. Dengan menganalisis karakter, pembaca akan mendapatkan pengetahuan mengenai dinamika sosial dan perebutan kekuasaan dalam plot. Salah satu gerakan yang kerap kali diisukan melalui sebuah karya sastra adalah bagaimana perempuan digambarkan. Perempuan tidak lagi digambarkan sebagai sosok yang lemah dan inferior akan tetapi menjadi sosok yang kuat dan bebas dalam memilih masa depannya. Untuk melihat hal tersebut penelitian ini akan menggunakan film yang berjudul *Clueless* dari Amy Heckerling untuk dianalisis lebih lanjut terutama pada tokoh utamanya, Cher Horowitz, dengan merujuk pada naskah film.

Dalam penelitian ini terdapat tiga masalah yang akan dianalisis. Hal yang pertama yang akan dianalisis adalah tentang penggambaran karakteristik Cher dalam film *Clueless*. Yang kedua akan dibahas adalah stereotip yang dihadapi oleh Cher dalam film *Clueless*. Yang terakhir akan dikaji terkait dengan Cher menentang stereotip yang dia terima dalam film *Clueless*.

Penelitian ini menggunakan penelitian kualitatif yang mana akan berfokus untuk memberikan penjelasan. Dengan fokusnya yang memberikan penjelasan terhadap fenomena yang ada penelitian ini akan menggunakan metode deskriptif. Data yang digunakan dalam penelitian terdiri dari dua jenis, yaitu data primer dan sekunder. Data primer yang digunakan dalam penelitian ini adalah naskah film *Clueless* dari Amy Heckerling. Selain itu, peneliti juga menggunakan data sekunder sebagai pendukung penelitian. Data sekunder yang digunakan antara lain berupa film, buku, artikel, jurnal, tesis, internet dan berbagai sumber lainnya yang memiliki keterkaitan dengan penelitian ini.

Hasil penelitian ini menemukan bahwa Cher memiliki karakteristik yang modis, ambisius, baik terhadap orang lain, dan percaya diri. Sebagai seorang wanita Cher adalah sosok yang feminin. Penelitian ini juga menemukan bahwa Cher mendapat stereotip dari lingkungannya, yaitu dianggap sebagai gadis pirang yang kerap dilihat sebagai objek, dan kurangnya pengalaman karena Cher masih perawan. Temuan penelitian yang terakhir adalah bagaimana Cher menentang stereotip tersebut. Cher menentang stereotip yang ada di lingkungannya dengan membuktikan bahwa dirinya tidak sama seperti yang mereka katakan dengan memberikan pembuktian diri dari pencapaiannya, seperti pada pengetahuan, pengembangan diri, dan melakukan penolakan terhadap pelecehan yang dilakukan oleh laki-laki.

**Kata Kunci:** *Characteristic, Stereotypes, Film, Women Empowerment*

## CHAPTER I

### INTRODUCTION

#### A. Background of the Study

Literature known as written work, is also considered as a form of art. Literature is a form of art classified into various fiction or non-fiction genres and categorized to whether it is drama, prose, poetry, or other works. The main function of literature is as a tool for entertainment, preserving, and educating people in this era.

People created literary works as media to express their feelings, ideas, and experiences so it has significant influences on society. Usually, people will be more interested in reading or seeing something related to real life. In literary works, readers can find many hidden meanings or intentions. There are also many puzzles and emotional games from writers that make readers curious and interpret literary works according to their respective perceptions. According to Pradopo in his book entitled "*Kritik Ilmiah Sarana Pemaknaan Sastra*"

Literary works can be seen as a picture of the world and human life, the main criteria of literary work is truth or everything that wants to be pictured by the author (Pradopo, 1994, p. 26)

Among many types of literature, movies are one of the most interesting forms of literature. The reason is that it can explain the storyline clearly and have illustrations in each scene including the exact time and place compared to other literature such as novels or poetry, it also can be analyzed just like another form of literature such as a novel. According to Klarer (1999), movie became one of the products of literary works at the beginning of the twenty-first era. The parts in the movie are also almost the same as in the novel, such as exposition,

rising actions, climax, falling action, and denouement. One of the most important parts that support the storyline in a movie is the character. According to Abrams

Characters are the persons represented in a dramatic or narrative work, who is interpreted by the reader as being endowed with particular moral, intellectual, and emotional qualities by inferences from what the persons say and their distinctive ways of saying it-the dialogue- and from what they do-the action (1999, p. 32)

It means all of the characters that were made by the author in the movie, poetry, novel, and other literary works occupy the story and play a big role in the story. Based on the aspect above, the researcher observes and analyzes *Clueless* by Amy Heckerling through character analysis.

Character analysis is a key method used in English literature to understand and interpret characters in a literary work. It involves examining a character's personality, motivations, behavior, and relationships, and how these elements contribute to the story's overall themes and meanings. It is often used to explore the complex relationships and interactions between characters. This can include analyzing how characters are shaped by their social, cultural, and historical contexts, as well as how they respond to the events and conflicts in the story.

One common approach to character analysis in English literature is to identify and evaluate the character's key traits and behaviors. This might include examining the character's strengths, weaknesses, flaws, and virtues, as well as their actions and decisions in the story. By analyzing these elements, readers can gain a deeper understanding of the character's personalities and how they contribute to the overall plot and themes of the work. Another important aspect of character analysis in English literature is exploring the character's relationships with other characters in the story. This can include examining how the character

interacts with others, how they are perceived by other characters, and how their relationships change and develop over time. By analyzing these relationships, readers can gain insight into the social dynamics and power struggles in the story, as well as the character's role in shaping the plot and themes. Character analysis is a crucial tool for understanding and interpreting English literature. By examining the complex personalities, motivations, behaviors, and relationships of literary characters, readers can gain a deeper appreciation for the artistry and complexity of the works they are reading.

In this thesis, the writer tries to analyze one of the movies entitled *Clueless* and focused on the main character named Cher Horowitz. This movie was directed and written by Amy Heckerling in 1995. *Clueless* is based on Jane Austen's novel "*Emma*" in 1815, almost all the names of the characters in the novel were changed and added a modern twist.

In *Clueless*, Cher Horowitz was described as a cool kid who is popular, rich, beautiful, and attractive. Like most cool kids in general, her best friend Dionne always stuck with her and both of them were named after great singers in the past. Suddenly she got a bad grade and had the intention to make both of her teachers to date. The first mission was accomplished then came the second mission. She realized that being good to others was such a pleasure for her, one day she met Tai Frasier and helped her with a makeover even though it would tarnish the group's name but she took a big risk by following her heart. Cher takes responsibility for all of her actions, cares for her closest person, and always goes after anything that she wants. Cher, Dionne, and Tai were confident women who were empowered by their choice and their friendship. They change into a better person and versions of themselves and what they can be.

Every research requires an approach to determine the right problem formulation. In this study, the researcher uses a feminist approach to see the gender role of the main character in the social structure of society. Gender in this case includes thoughts, expressions, identities, and roles. According to Kamla Bhasin and Nighat Said Khan in their book entitled "*Feminisme dan Relevansinya*"

Feminism is a form of awareness for women who are the domination by men in all aspects and ways to resist it. Feminism is a theory about women's emancipation in the scope of politics, economy, and other social aspects where women cannot take part. (Bhasin and Khan, 1995, p. 5)

The researcher wants to analyze the feminist character in the movie *Clueless* by Amy Heckerling. The reason is that in the movie *Clueless* there are issues related to social society and the lives of young people today. Women's sexuality and attractiveness have always been questioned due to the fact that women are stereotyped into this inappropriate archetype. The main thing about "Clueless" is not only about empowerment but also Cher showed the audiences that she could correct her prejudice that women can reclaim their bodies and their status as 'beautiful' who can be cute and sexy, smart at the same time.

## **B. Problem Formulation**

1. What is Cher's characteristic described in *Clueless*?
2. What are the stereotypes of women faced by Cher?
3. How does Cher fight against the stereotypes?

### C. Objectives of the Study

The researcher takes three problems in this study. The first objective is to analyze Cher Horowitz as the main character in the movie *Clueless*. The theory of character and characterization is used as a guide to help the researcher in analyzing the main character. The second objective is rendered to reveal the stereotypes that appear in the movie *Clueless*. For the second objective, the researcher will use the theory of stereotypes. The last objective is to show how Cher's portrayal can break stereotypes.





## CHAPTER II

### REVIEW OF LITERATURE

#### A. Review of Related Studies

In this part, the researcher presents some previous findings, which are relevant to this research. The researcher uses a journal and thesis which have similar theories about feminism and object.

The first related study is an undergraduate thesis entitled *Challenging Gender Stereotype as Seen in Carina Smyth's Pirates of The Caribbean: Dead Men Tell No Tales (Salazar's Revenge)*. This thesis was written by Aventine Devi from Universitas Sanata Dharma and published by the Department of English Literature, Faculty of Letters in 2018. This research talks about a feminist character in *Pirates of The Caribbean* named Caryna Smyth. Society often looks down on her, it can be seen in the movie that she lives in a patriarchal society.

The research has three objectives. The first objective is to describe how Carina is portrayed in the subtitles and movie. Second, to show stereotypes towards women that are made by male characters. The last one is to show how Carina's character breaks the gender stereotype. In writing this study, the writer used two related studies that also tell about stereotypes towards women and how women break the stereotypes given to them.

*Pirates of the Caribbean: Dead Men Tell No Tale (Salazar's Revenge)*. Salazar's Revenge tells about Jack Sparrow's adventure to find the Trident of Poseidon. The trident can release Will Turner from the cursed ship. At the same time, Carina crossed paths with

Jack. She has the map in her diary, and successfully leads the crew to the island. A feminist approach is used in this study. Meanwhile, the method of this study is library research, with subtitles of *Pirates of The Caribbean: Dead Men Tell No Tales (Salazar's Revenge)* made by Francis Subs as the primary source.

The result of the study is that Carina Smyth is portrayed as intelligent, brave, confident, prominent, and irrational. The stereotypes that said about women can't have wide knowledge, women being the second gender, women depending on men, and the relation with women's appearance can be broken by Carina.

The second study is a Journal article entitled *Slang Expressions in The English Clueless Movie Text and Their Subtitling Strategies in The Bahasa Indonesia Subtitling Text* was written by Fitri Evrilia Timur from Yogyakarta State University and published in 2016. This journal aims to describe types of slang expressions, subtitling strategies, and the degree of meaning equivalence of the slang expressions in the *Clueless* movie text. The research was analyzed using qualitative methods, and the data was collected from the original VCD of the *Clueless* movie. The theory that has been used is from Willis H (1964) in a book entitled '*Structure Style Usage: a Guide to Expository Writing*'.

Some expressions are difficult to be translated into another language since they might be peculiar, such as slang. People might find it difficult to get information and enjoy the movie if they aren't familiar with it. Slang words are an informal type of informal English that is usually used by people that talk casually to each other. Slang is often found in Hollywood movies with comedy genres. *Clueless* is one of the movies that blow the slang expressions used by teenagers in the 90s century. Cher Horowitz as the main character is like

a trendsetter whose head to toe becomes a role model for teenagers at her school, even her vocabulary and the way she talks.

The writer found ninety-six slang expressions used by the characters in the movie. The movie contains relatively balanced slang with new invention slang, the cause is that the nature of slang tends to change due to time or era. The slang expression can be translated since the meaning of the expression can be preserved. The translation of slang in *Clueless* has a high degree of equivalence. Findings in this study indicate that although many new slang expressions are used in the movie, the movie's subtitle can be easily understood by the audience.

The third related study is an undergraduate thesis entitled *The Study of Feminism in Kate Chopin's The Awakening*. This thesis was written by Damayanti from Hasanuddin University and published by English Literature, Faculty of Cultural Science in 2021. This research focused on the feminist character in Kate Chopin's novel *The Awakening* published in 1899. The story takes place in New Orleans and Louisiana Gulf coast at the end of the 19th century. *The Awakening* tells about the female character, Edna Pontellier who falls into marriage and motherhood. She feels trapped and stifled by her role as wife and mother and pressure from the expectations of society. She was fed up and wanted to feel freedom and excitement. She is showing outward signs of depression and dysfunction to the extent that her husband finally left and taking her son with him. She falls in love with a younger man, but she realizes that it will only bring them disaster. When this younger man comes back to Edna's life to confess his feelings, circumstances conspire and make him leave for good. Edna is emotionally exhausted, she feels destroyed because she has ruined her chances to get a better and happier life. Seeing that she lost everything, she commits suicide by drowning

in the ocean. This study aims to portray Edna as the main character and to describe the type of feminism in *The Awakening*. The writer used a descriptive qualitative method. This research uses 3 types of previous studies which have the same theory, which is feminism and Character and Characterization theory. To make it clear to the reader, the writer explain the type of feminism from scholars such as Rosmarie Tong (2009), Linda Alcoff (1988), and Friedrich Engels (1995). Meanwhile, for the character and characterization, the writer used the theory by Pope (2005).

The result of this study represents that among all of the characters in Kate Chopin's novel *The Awakening*, Edna Pontellier is a feminist. The way she talks, acts, and responds toward social boundaries against women, disregarding sexism, self-rights, self-needs, and her thoughts about independence describe that she stands for herself and makes her gain as a feminist.

From the three previous studies above, although using the same object and theory, one study and the other are different. From the three previous studies above, although using the same object and theory, one study and the other are different. In this study, it is different from the first study which is the thesis entitled *Challenging Gender Stereotype As Seen in Carina Smyth's Pirates of The Caribbean: Dead Men Tell No Tales (Salazar's Revenge)* since that research is based on British society and this research which talk about *Clueless* is based on United States society, in short, both of the studies have different cultural background. It is also different from the third study which is the thesis entitled *The Study of Feminism in Kate Chopin's The Awakening* since the third study focused on the type of feminism. The second study, a Journal entitled *Slang Expressions in The English Clueless Movie Text and Their Subtitling Strategies in The Bahasa Indonesia Subtitling Text* is completely different

from this study, although it uses the same object which is the Clueless movie. The third study focuses on the field of linguistics, namely slang, while this study focuses on the field of literature.

## **B. Review of Related Theories**

Some theories are used in this research. The theories will be useful and help the researcher to answer problem formulation

### **1. Theory of Characterization**

Character is an important element in the story, no matter how exciting or surprising the story in the film or novel, the audience also cares about discovering portrayals of human nature in action. The way writers develop, build, and expose characters is called characterization. Effective characterization helps the audience or readers connect with the characters on an emotional level, understand their perspectives, and become invested in their stories.. Authors and storytellers employ various techniques for characterization, such as dialogue, description, internal thoughts, character interactions, and narrative choices. By skillfully crafting and developing characters, writers can create compelling and realistic individuals that drive the narrative forward and resonate with the audience. The theory of characterization by Boggs and Petrie is used by the writer to reveal the stereotypes. According to a book entitled *The Art of Watching Films* by Joseph M. Boggs and Dennis W. Petrie characterization can be divided into several points.

#### **a. Characterization through appearance**

Characters in the film are often visually designed to convey certain characteristics or traits. Their clothing, hairstyle, makeup, and overall appearance can provide visual cues about their personality, social status, or role in the story. Audiences usually make plenty of assumptions about certain characters because the image is depicted through how they look, their manners, and the way they move. The impression could be proven as the story goes, it has important means of establishing characters (Boggs and Petrie, 2018, p. 51).

#### **b. Characterization through External Action**

The personality of a character can be revealed through their action. Boggs and Petrie stated that the simplest event can reveal the character's personality. They also added that characterization can be revealed not by the significant canon event but rather by the small, insignificant actions (Boggs and Petrie, 2018, p. 62).

#### **c. Characterization through Internal action**

Inner action which occurs in each character's emotions and minds, consist of unspoken thoughts, secret, daydreams, memories, aspirations, fantasies, and fears. People's dreams, hopes, and aspirations could be as important in understanding of each character as any achievements, insecurities, and fears might be more terrible to them.

Thus, although the Benicio Del Toro character in *Traffic* is a drab, insignificant creature, scarcely worth caring about when judged purely by his initial external behavior, he becomes an exciting and interesting personality as we gain insight into his character. (Boggs and Petrie, 2018, p.62)

The most obvious way to reveal inner reality is by taking us into the character's mind so we could see and hear what the character remembers, imagines, and thinks about.

#### **d. Characterization through the choice of name**

One of the important methods for characterization is the choice of name, It reflects the qualities of sound, connotation, or meaning which is also known as name typing. The name should be carefully examined for the connotations they communicate “The connotations of some names, such as Dick Tracy are rather obvious and Clear: Dick is slang for detective, meanwhile, Tracy derives from the fact that detectives trace criminals” (Boggs and Petrie, 2018, p.66)

#### **e. Character through dialogue**

The way characters speak, the language they use, and their speech patterns can reveal aspects of their background, education, personality, or emotional state. Dialogue is a vital tool for character development and can provide insights into their motivations, conflicts, and relationships “...character reveals themselves by dialogue, their opinion, and personality can be seen the way they use grammar, patterns, intonation, vocabulary, and particular dialects” (Boggs and Petrie, 2018, p.51)

Writers usually set up and focus on a single character, it is easier for them to show us affliction, contradiction, or complexities in that single character’s life and identity. The main character usually is the protagonist. In most stories, the main characters are fully developed complex personalities that defy simple analysis and description. Side characters are usually static or flat.

#### **f. Characterization through Reactions of Other Character**

How other characters view a person is included in the way of identified characterization. Sometimes, character information appears on the screen. As an example,

In this sequence Lonnie (Brandon DeWilde) is walking along the main street of the little Texas town at around 6:30 in the morning, looking for his uncle, Hud (Paul Newman). As Lonnie passes a beer joint along the way, the owner is out front,

sweeping up the pieces of glass that used to be his large front window. Lonnie notices the broken window and observes, "You must have had quite a brawl in here last night." The owner replies, "I had Hud in here last night, that's what I had. (Boggs and Petrie, 2018, p.64)

The man's emphasis on the term "Hud" and his tone of voice reveal that "Hud" is a synonym for trouble. A complex characterization is shown through the conversation between characters.

#### **g. Characterization through Contrast: Dramatic Foils**

One of the effective techniques of characterization is through foils—contrasting characters whose behavior, opinions, lifestyle, attitudes, physical appearance, and so on are the opposite of those of the main characters. The effect is similar to that achieved by putting white and blacks together, the black appears blacker and the white appears whiter. The tallest giant and the tiny dwarf could place side by side during the carnival sideshow.

#### **h. Characterization through Caricature and Leitmotif**

To sketch characters quickly and deeply in the audience's minds and memories, actors often distort one's dominant features or traits. This method is called caricature (The technique used in the cartoon)

Examples of caricature, as, in film, are Felix Unger's (Jack Lemmon) obsession with neatness and Oscar Madison's (Walter Matthau) messiness in *The Odd Couple*. A physical feature, such as the way a person moves, may also be caricatured, as seen in John Mahoney's exaggerated, stiff-legged limp in his portrayal of the Crane father on "Frasier," or in Michael Richards' manic entrances through Jerry Seinfeld's apartment door as neighbor Cosmo Kramer. Voice qualities and accents may also function in this way (Boggs and Petrie, 2018, p.66)

An identical means of characterization, leitmotif, is the repetition of a phrase, idea, or action till it becomes a trademark or theme song for a certain character.



Characters have several characteristics. They usually have a body image, traits such as behavior, attitudes, details of appearance, psychology, etc. It's not explicitly displayed by the playwright but the audience should find by themselves an explanation for the character's behavior.

## 2. The Stereotypes of Women

This research applies stereotypes theory which focuses on the stereotypes of women. Gender stereotypes generalize what humans should do based on gender. The biological sex is not following the real gender as society rules for every individual. Gender stereotypes usually come from daily behavior or our surroundings. People are still trapped in this notion because of their old-fashioned thinking, for example, women are always compared to men. Based on the book entitled *Gender, Nature, and Nurture* by Lippa

... the concepts of masculinity and femininity refer to the individual differences (i.e., variations) in gender-related traits and behavior, the variations that exist within each sex. Masculinity and Femininity refer to aspects of gender that vary between men and women among women... (Lippa, 2005, p. 47).

Women often get justified by society if they wanted to do something that men usually do. Women also have limited access to a certain job, the same as Cher faced in *Clueless*. Gender is thought from the roles alleged to be engaged by means of women and men. For instance, women's role is to take part in doing housework at the same time as men's function is in charge of working outside. However, it is crucial to discern that the division of roles between genders ought to result in complex issues of discrimination wherein society directly regard one institution of people as more advanced than the opposite. The socially constructed procedure might additionally motivate the emergence of gender stereotypes. Beauvoir (1949) claimed

For him she is sex, so she is it in the absolute. She is determined and differentiated in relation to man, while he is not in relation to her; she is the inessential in front of the essential. He is the Subject; he is the Absolute. She is the Other (Beauvoir, 1949, p. 26)

The position of men in society gives them the authority to create stereotypes of women that refer to women as the other. Women are often socialized to adopt submissive, nurturing, and passive traits associated with femininity, while men are encouraged to embrace assertiveness, dominance, and independence as masculine traits

De Beauvoir has already said how psychoanalysts create ambiguities by accepting masculine-feminine categories as currently defined by society. Thus, man, today represents the positive and the neuter that is, the male and the human being

While the woman represents the negative, the female. Every time she behaves like a human being, she is declared to be identifying with the male. Her sports, her political and intellectual activities, and her desire for other women are interpreted as "masculine protest", there is a refusal to take into account the values toward which she is transcending, which inevitably leads to the belief that she is making the inauthentic choice of a subjective attitude. (Beauvoir, 1949. p. 482)

Besides that, they also set standards for how women should act and dress. De Beauvoir's analysis centers on challenging the stereotypes, expectations, and limitations imposed on women by society. The notion that women should be defined or judged based on their appearance, including their clothing choices.

The dressing has a twofold significance: it is meant to show the woman's social standing (her standard of living, her wealth, the social class she belongs to), but at the same time it concretizes feminine narcissism; it is her uniform and her attire; the woman who suffers from not *doing* anything thinks she is expressing her *being* through her dress. (Beauvoir, 1949, p. 649)

De Beauvoir emphasizes the importance of recognizing women as individuals with diverse experiences, talents, and desires, rather than reducing them to their external appearance. The primary concern is with advocating for women's autonomy, agency, and liberation from oppressive gender norms. Beauvoir argues for the recognition of women's full humanity, and intellectual capabilities, and the importance of valuing women beyond their physical attributes or adherence to prescribed modes of dress. Contemporary discussions around women's fashion and dress codes have expanded to encompass broader concepts of personal expression, body positivity, and individual choice

As a woman is an object, it is obvious that how she is adorned and dressed affects her intrinsic value. It is not pure frivolousness for her to attach so much importance (Beauvoir, 1949, p. 655)

Throughout history, women have been treated as objects, valued primarily in relation to men. Simone de Beauvoir criticizes the objectification of women, which reduces them to passive beings existing for the pleasure of men and reinforces their subordinate status. This objectification takes place through various means, such as the male gaze, societal norms, and cultural representations. Women are often reduced to their physical appearance and objectified as sexual objects, perpetuating the idea that their worth is based on their desirability to men. De Beauvoir also highlights how women are socialized to internalize this objectification, leading them to view themselves through the eyes of others. This results in the commodification of women's bodies and their relegation to being objects to be consumed or possessed. De Beauvoir's critique aims to challenge these oppressive dynamics, emphasizing the need to recognize women as autonomous individuals with agency, rather than as passive objects subjected to the desires and perceptions of others.

### C. Theoretical Framework

This study entitled *Fighting Against Stereotypes Reflected in Clueless Movie (1995)* by Amy Heckerling. The theories that are already stated above will be used to answer problem formulation. The main focus of this study is the portrayal of Cher Horowitz who breaks gender stereotypes. The first problem formulation is How is Cher's character described in *Clueless*?

The portrayal of Cher Horowitz could be seen from her characterization. Hence, to describe her characteristic, the writer used the theory of characterization. The theory was written by Boggs and Petrie. Of the 8 ways to describe characterization, only 5 are used to analyze because they are the most relevant. The five ways are through Appearance, Internal action, external action, dialogue, and choice of name.

The second problem formulation can be identified with the theory of women stereotypes by Simone de Beauvoir. The writer has to understand the idea of stereotypes, to relate it to the stereotypes faced by Cher Horowitz in *Clueless*.

The third problem formulation is also answered by applying the theory of women stereotypes. After the writer finds out what stereotypes were thrown towards Cher, the next step is to identify what actions Cher has taken to challenge stereotypes and relate it with De Beauvoir's theory which is already mentioned above.

The analysis that has been completed later on expects will provide knowledge and new insights. Therefore, this research can give a contribution and is expected to become a reference for the study of women's stereotypes

## CHAPTER III

### METHODOLOGY

#### A. Object of the Study

The object of this research is the *Clueless* movie script, American coming-of-age teen comedy movie script directed by Amy Heckerling from the adaptation of Jane Austen's novel *Emma*. The movie was released on July 19, 1995, and distributed by Paramount Pictures. *Clueless* was filmed over a 40-day schedule in California and produced by Robert Lawrence and Scott Rudin who also took part in one of the legendary movie called *The Addams Family*.

The main role was played by Alicia Silverstone as Cher Horowitz. Cher Horowitz's role here seems so iconic that this film is claimed to be one of the best teen movies of all time with a rating of 81% from Rotten Tomatoes and 6.8/10 on the IMDb site. This film received a lot of attention because it raised the theme of the lives of young people in the 90s who used a lot of slang terms that were related to Pop Culture, which at that time was popular among teenagers.

This research is about feminism, mainly about women's stereotypes and empowerment as experienced by Cher, the main character in the movie. As mentioned, the story focuses on a rich Beverly Hills girl who is learning to cope with adolescence and its problems. She is a spoiled child who tries to help others in the middle of the process to discover herself. She has to deal with a lot of obstacles in her high school life.

## B. Approach of the study

To analyze the movie script, the researcher uses a feminist approach. Feminist approach means a literary criticism that used feminism theory. The ideology is to analyze and describe the portrayal of male domination by exploring social, economic, political, and psychological aspects in literature. This approach focuses on feminist values and beliefs. The approach is suitable for this research because it helps understand the concept of women being stereotyped but has the power to break it. This research tries to analyze the stereotypes towards women and how the female character can refute them through their characteristics.

## C. Method of the Study

The method that is used to collect data for the thesis is library research. The source of data was collected from journals, theses, and web articles. The writer used observational methods throughout the movie script and film. The primary resources were taken from the *Clueless* movie script (1995), meanwhile, the secondary source was from movie, journals, theses, and web articles. There were a few steps taken to analyze *Clueless*. First, the writer searches for the script on the web. Second, the writer collected the script from several scenes that were useful for the research. Third, the writer watched the movie to corroborate the evidence, and problem formulation can be found and described through the main character. The writer analyzes Cher's Horowitz as the main character using the theory of characterization. Fourth, the writer analyzes the stereotypes that can be seen in the script. Fifth, the two findings above will be used to answer the third problem. After all of the steps

above, problem formulation can be found and described through the main character. The last step is to analyze the findings and make a conclusion.



## CHAPTER IV

### ANALYSIS

In this chapter the problem formulation in chapter I is answered. Based on the problem formulation, this analysis is divided into 3 parts. The first one will talk about Cher's character in *Clueless*. The second part is about how feminism especially stereotypes and women empowerment appear in the story, and the last part is about how Cher Horowitz breaks the stereotypes.

#### A. The Characteristics of Cher Horowitz

To describe Cher Horowitz's portrayal, the writer uses Joseph M. Boggs and Dennis W. Petrie's theory of Characterization according to a book entitled *The Art of Watching Films*. The writer only uses four methods as the most relevant over the analysis amongst eight methods, in as much as four of them do not illustrate the main character characteristic observed in this research.

Cher Horowitz, portrayed by Alicia Silverstone, is the charismatic and fashionable protagonist in the 1995 film *Clueless*. Cher is a wealthy, popular high school student living in Beverly Hills. She is known as a blonde girl with a distinctive fashion sense, an upbeat personality, and a somewhat naive outlook on life.

##### a. Fashionable

Cher's appearance in *Clueless* has significance and serves to convey her social status, personality, and fashion-forward mindset. Cher Horowitz has long blonde hair with a body



that is quite tall for people of her age. She has a wardrobe that is big enough to hold all of her designer clothes such as Christian Dior, Calvin Klein, and Alaia which reflect her love for fashion and what's trending. Her wardrobe symbolizes her background and access to luxury style which serves as a status and privileged lifestyle.

**Dionne** : "Cher, what are you wearing?"  
**Cher** : "A dress."  
**Dionne** : "Says who?"  
**Cher** : "Calvin Klein." (Heckerling, 1995)

Cher's response toward Dionne means she has an awareness of fashion brands, her knowledge of designer labels, and showcasing attention to detail.

She is impeccably dressed and always shows her unique sense of style. It shows at the beginning of the movie, she uses iconic yellow plaid outfits from her designer which includes fundamental pieces in 90s pop culture.



Besides that, she also pays attention to her appearance including makeup that is typically fresh and not too much, neatly arranged hair, or even accessories. Every element that is put into her body has to look coordinated and well put together. From the explanation and dialogue above, the writer applies Boggs and Petrie's theory which is Characterization through appearance to describe how Cher looks including clothing, hairstyle, makeup, and overall appearance.

## b. Confident

From the very beginning of the movie, Cher is introduced as a confident character. She narrates her daily routine and expresses a strong sense of self-assurance as she goes about her day with conviction. In the opening narration, Cher confidently asserts her belief that her life is ordinary, despite the luxurious and privileged environment she lives in.

**Cher** : "I have a way normal life for a teenage girl."

The second piece of evidence is in the class scene when Mr. Hall orders students to debate in front of the class, Cher voluntarily does the debate, and without hesitation, Cher argues about refugees in front of her friends confidently without knowing whether her opinion is wrong or right.

**Mr. Hall** : "Should all oppressed people be allowed refuge in America? Amber will take the con position and Cher will be pro."

**Cher** : "So, okay. Like right now, for example, the Haitians need to come to America, but some people are all "*What about the strain in our resources?*"... Thank You" (Heckerling, 1995)

Another piece of evidence that shows she is confident in her body. Cher has a strong sense of self and does not doubt her individuality. She confidently embraces her unique fashion style, personal interests, and opinions. Cher's self-confidence and ability to express herself authentically contribute to her personality and make her a charming character. Throughout the movie, there are scenes where Cher admires herself in the mirror, not with a critical eye but with self-assurance and pride. These scenes suggest that she appreciates her appearance and has confidence in her image.

**Cher** : "I feel like such a heifer. I had two bowls of Special K, three pieces of turkey bacon, a handful of popcorn, five peanut butter M&M's, and, like, three pieces of licorice." (Heckerling, 1995)

Cher openly shares her thoughts on her eating habits, displaying a level of body confidence and self-acceptance. Cher often expresses comfort and acceptance of her body. In one scene, she mentions feeling like a "heifer" after indulging in food but does so in a light-hearted manner, showing a lack of body shame and embracing her own appetite.

### c. Ambitious

Besides her initial focus on the superficial, Cher shows ambition and determination when it related to her academic pursuits. She is committed to achieving good grades. Cher's academic achievements emphasize her intelligence and transcend her fashionable and social personality.

Cher's C grade in debating class is a pivotal moment in her character arc. This serves as a turning point in the film. She tries to do something so that her grades and her classmates can change, even if in a strange way.

**Cher** : "De. That's it. We've got to figure out a way to make Mr. Hall sublimely happy" (Heckerling, 1995)

Cher seeks opportunities to make a matchmaker scenario between Mr. Hall and Miss Geist and has the initiative to connect people she believes would be compatible if they are together. She approaches matchmaking with careful thought and plan. She analyze the background, interest, and personalities of them, she has the willing to invest time, money, and effort into

her endeavors. All of the things that she does during the matchmaking reflect her ambition to make a successful relationship and positive outcomes (through internal action).

#### **d. Kind towards other**

Cher's optimism and positive outlook on life are the essence of her character. She tends to see the best in people and situations, approaching challenges with resilience and determination. Cher's positivity contributes to her likability and serves as a source of inspiration to those around her. One of the examples is Cher making a way to befriend and help Tai, the new student in her high school whose looked down upon by others because of her style. Cher has the urge to provide guidance, give advice, and do some makeovers to boost her confidence.

**Amber** : She could be a farmer in those clothes.

**Miss Stoeger** : All right Amber, that's enough.

**Cher** : Dee, my mission is clear. Would you look at that girl? She is so adorably clueless. We've got to adopt her. (Heckerling,1995)

Cher shows kindness through their friendship. She forms strong bonds with her closest friend, Dionne, and others in her school. She listens to their problems even the smallest ones and provides advice when needed. Cher's kindness extends between her and her circle of friends. She shows compassion towards Tai by helping her to adapt to the school and to find a boyfriend. Cher's acts of kindness are not limited to social relationships. Cher shows empathy towards Mr. Hall and Miss Geist. She tried wholeheartedly to improve their love lives, showcasing her desire to see other people happy.

**Cher** : I had to give myself snaps for all the good deeds I was doing. It was so great. Love was everywhere, and even though I was alone, I was really happy for Tai. It's like that book I read in ninth grade that said, 'Tis a far, far better thing doing stuff for other people. Hello? (Heckerling,1995)

Cher's kindness reflects her genuineness for those around her. She always all ear, provides encouragement, and always be there for them to lend a helping hand. Although she spends most of her time with her friends, she doesn't forget to care about her father's health. In fact, Cher has plenty of arguments or disagreements against her father, yet she respects her father's opinion and presence. One of her love languages for her father through small gestures and acts of appreciation,

**Mel** : "Cher, please don't start with the juice again"

**Cher** : "Daddy, you need your Vitamin C"

...

**Mel** : What is this crap?z

**Cher** : Daddy it's from the Cut Your Cholesterol Cookbook. Dr. Lovett says that you've got to get down to 200. (Heckerling,1995)

She shows kindness and understanding towards him. Since her mother had died when she was a baby, she wanted to take care of his father. She tries to make her dad's much easier by offering assistance and organizing a schedule assisted by her maid. In this section, the writer analyzes using theory from Boggs and Petrie's Characterization through external action because it shows how Cher's personality is revealed through her action toward other.

## **B. The Stereotypes Faced by Cher**

As seen in the movie, the female image can be seen through the main character. In the opening scene, Cher is shown through a very stereotypical lens. She wears very little clothing and only cares about fashion, appearance, popularity, and friends. There is a limited

sense of female gender, it is only based on two gender identities which are masculine and feminine. Since Cher is described as a feminine woman so many people follow her styles, such as Dionne and Amber. This can also be seen when Tai Fraiser, a tomboyish new student received less attention, even one student said "She could be a farmer in those clothes". After hearing that Cher felt Tai should be in a makeover and dress up more like Cher so she can get friends and a boyfriend. This reveals that the way Cher's thinking was made by society that a woman's appearance is the only thing seen and matters. In "Clueless," Cher Horowitz, as a privileged teenager, initially faces certain traditional stereotypes that are associated with her social status. These stereotypes include:

**a. Cher as a Dumb Blonde**

Cher is indirectly portrayed as Dumb Blonde and dependent on her father's money. Most films that have a Blonde main character are legally blonde, they are known as bimbos or ditzy. First thing, when Cher gave a speech about Haiti. Her speech about Haiti was a little off-topic, but her classmates clapped. Acting like it was a good topic since she was beautiful and spoke sweetly, and even her teacher gave her tolerance. He said

**Mr. Hall** : Yes, well, it's a little off the subject of Haiti, but tolerance is always a good lesson (Heckerling, 1995)

The second thing, Cher's father compares her to ex step brother Josh because of his success in college and he knows what he will do in the future. Mel's Horowitz often exhibits favoritism towards Cher's stepbrother. He always praises Josh's intellectual pursuit and academic achievements, while downplaying Cher's academic and interests. This reflects gender stereotypes regarding success and intelligence.

**Cher** : Oh, Josh will have that no matter what he does.

**Mel** : At least he knows what he wants to do. And he's in a good college. I'd like to see you have a little bit of direction.

**Cher** : I have direction.

**Josh** : Yeah. Towards the mall (Heckerling, 1995)

Cher is portrayed as more interested in superficial matters like fashion, socializing, or anything that is related to her appearance. This bias reinforces the idea that women are not as intellectually capable and deserve recognition as their male counterparts. As mentioned before, Mel's Horowitz is a litigator. Litigator means he has to work with a bunch of people which is called as a team, and of course, Mel has his own firm. Mel's trying to make Josh involved in every case that they had even if it is the big one. When it comes to Cher that also wanted to take part in her father's case, her father always doubts that when Cher would help him in every case, the responsibility passed to Josh. One of his father's employees who is an attorney also does not let women help handle his work (can be seen from the beginning of the movie when they are working on a case there is not a single female crew)

**Attorney** : Just forget it. Just go back to the mall or something.

**Josh** : What's your problem, man? She didn't mean any harm.

**Attorney** : I'll get killed 'cause she's a moron.

**Josh** : She's not a moron. If you were paying attention, it wouldn't have happened.

**Attorney** : If you hadn't been playing footsie, she wouldn't be bothering me. (Heckerling, 1995)

By highlighting the comparison between Josh and Cher, it reflects gender biases and stereotypes that exist in families and society. From the dialogue above women are often considered intellectually inferior to men. Women's perceived intellectual shortcomings are not because of biological differences, but rather a result of social conditioning and the oppressive structures that confine women to traditional gender roles. Women's intellectual and intelligence capacities are often underestimated or undervalued due to societal

expectations and gender biases. Based on the stereotype's theory by Simone de Beauvoir, women have been historically limited to reproductive roles, limiting their access to education, opportunities, and intellectual development.

#### **b. Cher was seen as an object**

As mentioned above how Cher looks as a whole character, raises one of the wrong assumptions. In instances, Cher can be perceived as being objectified. One aspect that contributes to Cher being seen as an object by the opposite sex is her fashion sense and physical appearance. The emphasis on her external appearance potentially reduces her to an object of other's visual pleasure, putting importance on her looks rather than her inner abilities or qualities. At the beginning of the movie when Cher walked with Dionne, several men looked at her and tried to put their arms around her.

**Cher** : ...They're just like these nervous creatures that jump and slobber all over you. Ew! Get off of me! Oh, as if! (Heckerling, 1995)

The male characters put their arms around her can be interpreted as an attempt to establish a sense of being dominant or ownership. It spotlights the power dynamics which exist between men and women, men might be entitled to force physical contact or control women even though she initially uncomfortable with the male behavior.

Cher's second experience of being objectified also happened in one scene when Cher, Dionne, Tai, and Murray. They came to a party in the Valley. Cher plans to join the party to get Tai and Elton together. One of the good deeds Cher wants to do is find a boyfriend for Tai, so she becomes a matchmaker between Tai and Elton. Though, it didn't come as it should. Tai has done various ways to get Elton's attention, such as pretending to laugh. It turns out that Elton doesn't pay attention to Tai, but Cher. The time came when they had to



end the party because Mel (Cher's father) told Cher to go home immediately. Elton insisted on bringing Cher home with the reason being the same way to his home. At that moment Elton stopped in a parking lot and kissed Cher forcefully.

**Cher** : Stop it!

**Elton** : Fine. You know, I don't get you, Cher. You flirt with me all year...

**Cher** : As if! I have been trying to get you together with Tai!

...

**Cher** : 1...2... 3...The evening had turned into a royal mess...sexually harassed, robbed. I didn't know the number of the party, so I couldn't call Dionne, and Daddy would kill me if he knew where I was. There was just one person left to call, and I really, really didn't want to call him.

(Heckerling, 1995)

The conversation above describes that Elton makes unwanted advances toward Cher. This scene highlights women often objectified and seen as objects of desire, leading men to believe they have the right to exert control towards women. Elton's forceful kiss can be indicated as an expression of entitlement and showing toxic masculinity. It reflects stereotypes that men have the right to assert themselves physically over women without their consent. The stereotypes are based on the assumption that men are more dominant and entitled to women's bodies, while women just remain silent and are expected to be submissive. The depiction of sexual harassment in *Clueless* aims to shed light on the issue and give a reflection on gender-based violence, also the importance of consent. It spotlights the need for society to dismantle and challenge the stereotypes, behaviors, and attitudes that take part in such harassment.

### c. Cher's choice of Being Virgin

In *Clueless*, Cher is labeled as a virgin. The stereotypes imply that being a virgin is not normal or unusual for most teenagers. Virginity probably leads to assumptions and judgments about

Cher's level of experience or maturity. Throughout the script, there are a few scenes where Cher's virginity becomes a topic of conversation between the characters.

**Tai** : Cher, you're a virgin?  
**Cher** : God! You say it like it's a bad thing.  
 ...  
**Tai** : You don't think that we mesh well? Why am I even listening to you, to begin with? You're a virgin who can't drive.  
**Cher** : Oh, that was way harsh, Tai.  
 (Heckerling, 1995)

From the dialogue above the stereotype of being a virgin at her age is uncommon and might contribute to assumptions about Cher's lack of sexual experience and way too naive. By acknowledging that being a virgin does not define someone's worth or intelligence, she challenges the stereotypes that women's value is based solely on their sexual experiences. Based on the theory of De Beauvoir, the traditional notion of virginity is a defining characteristic of women's values and purity. She stated that this concept was constructed by patriarchal societies to maintain control over female sexuality. The virginity label imposes limitations on women's freedom and choices. It leads to the objectification and commodification of women's bodies. The emphasis on virginity reflects the idea that women existence primarily for male pleasure and as a tool for reproduction.

### C. Fighting against the Stereotypes

The researcher thoroughly studied and analyzed the characterization of Cher Horowitz in the movie *Clueless* by extensively watching the film and closely examining the script. The aim was to gain a deep understanding of Cher's character and explore her portrayal

in the movie. The analysis of Cher's characterization drew upon the theory of characterization presented by Boggs and Petrie in their book titled "The Art of Watching Film."

The researcher applied Boggs and Petrie's framework to dissect Cher's character, considering elements such as her relationship with others, her thought, her appearance, and whether she undergoes significant character changes throughout the film. By using this theoretical lens, the researcher sought to provide a comprehensive analysis of Cher's portrayal in *Clueless* and shed light on the nuances of her character development.

The utilization of Boggs and Petrie's theory of characterization allowed the researcher to approach Cher's character systematically and analytically. It has been revealed that Cher is portrayed as Fashionable, kind, confident, and ambitious. The second step is to analyze how Cher challenges stereotypes that labeled her through her portrayal by applying Simone de Beauvoir's theory of women stereotypes and correlating it. However, Cher Horowitz challenged stereotypes through.

**a. Showing Ability through Academic Achievement**

Cher is portrayed as a dumb blonde or ditzy by her ex-step-brother and the attorney who works in her father's law firm. She can prove that she does not deserve to be called a ditzy by showing it through several abilities. She is someone who has a wide knowledge of various subjects. She might be known as a woman who only cares about superficial things and fashion, but she could demonstrate her broad knowledge base and intellectual capabilities. Cher also puts in extra effort to take proactive steps to gain her grade in one of her classes.

**Mel** : You mean to tell me that you argued your way from a C-plus to an A-minus?

**Cher** : Totally based on my powers of persuasion. You proud?

**Mel** : Honey, I couldn't be happier then if they were based on real grades. Fabulous.

...

**Mr. Hall** : Your original oral. The topic is violence in the media.

**Cher** : Oh! So, O.K. The attorney general says there's too much violence on TV, and that should stop. Even if you took out all the violent shows, you could still see the news. So until mankind is peaceful enough not to have violence on the news, there's no point in taking it out of shows that need it for entertainment value. Thank you. (Heckerling,1995)

Cher demonstrates a willingness to learn and adapt in the debate class, and she started to actively participate in the academic discussion. Since she showed her report card to her father, Cher has realized the importance of getting good grades and has taken the initiative to pursue academic improvements.

In one scene Cher shows her intelligence side when she tells Josh to pick her up after the party. Josh came with someone named Heather to pick up Cher after having a bad night. In the middle of the conversation between Josh and Heather, Cher sat in the backseat listening to them. She seemed to disagree with Heather's opinion.

**Heather** : The man is ridiculous. He doesn't have one unique thought in his little, puny brain.

**Josh** : I think that there's some merit in learning form straight off.

**Heather** : Oh, Josh, please! He's taken our minds at the most fecund point and restrained them before they've wandered through the garden of ideas. It's just like Hamlet said, To thine own self be true.

**Cher** : No. Hamlet didn't say that.

**Heather** : I think that I remember Hamlet accurately.

**Cher** : Well, I remember Mel Gibson accurately, and he didn't say that. That Polonius guy did. (Heckerling, 1995)

Cher refers to someone as the "Polonius guy". This reference is to the character Polonius from William Shakespeare's play called Hamlet. Polonius is a well-known character that

famous for his speech that was filled with advice and wisdom. By mentioning Polonius guy, it represents Cher is making a smart literary reference to highlight her perception of the person's communication style. Cher gives a little touch of humor and points out Heather being overly elaborate. Cher also mentioned the actor Mel Gibson in her conversation, It also indicates her interest in popular culture and her knowledge of several actors or celebrities.

One of the twists and turns of the story is that Cher manages to prove her worth by volunteering to become the Captain of the Pismo Beach disaster relief. She also has the opportunity to prove her worth and demonstrate her leadership. Previously, the event had been lack of enthusiasts and Miss Geist had difficulty finding students to participate in charity. Since then Cher has taken over the management of the charity, and motivated many students to donate their items.

**Cher** : Later, while we were learning about the Pismo Beach disaster, I decided I needed a complete makeover, except this time, I'd makeover, my soul. But what makes somebody a better person? Then I realized all my friends were good in different ways. (Heckerling, 1995)

By spearheading the event and managing the initiative, Cher could make a positive impact on others. Her dedication in this situation reflects her resourcefulness, compassion, and commitment. These show the qualities that she has and showcase her aptitude beyond the stereotypes that were initially associated with her.

Additionally, Cher uses a wide range of vocabulary. She often uses sophisticated words and expressions during a conversation. This represents her linguistic knowledge and ability to communicate effectively.

**Dionne** : I feel like bailing, dude.

**Cher** : I know what you mean, but at least it's exercise. I feel like such a heifer. I had two bowls of Special K, three pieces of turkey bacon, a handful of popcorn, five peanut butter M&M's, and, like, three pieces of licorice. (Heckerling, 1995)

The conversation between Cher and Dionne ensues as Cher says what she has consumed today. In the dialogue above, Cher uses the word "heifer" as a subjunctive to describe she is feeling overweight. The other example is the usage of an iconic catchphrase word "As If" She often uses this word to make a response that seems sarcastic to something that according to her is unreasonable, ridiculous, or things that cannot be trusted.

On the other hand, what people who stereotyped Cher as a ditzzy don't realize is that Cher has critical thinking and problem-solving abilities even when she is in an urgent situation. An example of Cher showing those abilities is when she helped Tai and Elton get back together after their fallout, resolving her bad grades, and resolving her problems with people around her such as Josh. She seeks ways to mediate and seek a solution.

Cher's action indicates intellectually capable and deserves recognition. This is also related to Cher's ambitious nature who wants to prove that she is capable of doing and getting an opportunity to chase something that she wants.

#### **b. Showing Rejection towards Male's Attempts of Harassment**

Cher Horowitz in *Clueless* is described as a woman who cares about what clothes she wears. She is a fashion icon. Her wardrobe is full of outfits ranging from wonderful to wild. Maybe in American culture using revealing kind a clothes is common, but Cher remains objectified for using them. Reveals clothing considered implies or invites unwanted attention. In the first scene when a man pays attention to the lower part of her body and a man tries to

put arms around her, until finally Cher shows his displeasure at the situation. The second case is Cher being sexually harassed by Elton, because all this time Cher was considered to be teasing him or doing flirtatious things towards him.

Cher's way to challenge the stereotypes is to refuse their invitation and decide to maintain her dignity when the situation is uncomfortable. She is not afraid to fight men who dare to touch or kiss her without consent. When Cher and Elton were both in the parking lot of a liquor store, Elton shows an aggressive and dominant nature. She immediately rejects him and asserts her boundaries when Elton tries to kiss her. Without hesitation, Cher ventured to get out of Elton's car, even though it was late, and she was in the middle of nowhere.

**Cher** : Stop it!

**Elton** : Cher! Where you going? You're only hurting yourself here, baby. Come on. You going to walk home? Get back in the car, please. Get back in the car.

**Cher** : Leave me alone! (Heckerling, 1995)

In every relationship, consent is required, between strangers, in friendship, and even within husband and wife. If one is not comfortable with it, then it is considered harassment. Even de Beauvoir said a woman could feel both desire and respect towards a man; if he is longing her flesh while conceding her freedom, she recovers her essentialness at the moment she becomes an object, she remains free in the submission to which she consents (Beauvoir, 1949, p.475)

Cher is against the stereotypical idea about women can be objectified or touched without consent when wearing revealing clothes. After the incident she was sexually harassed by Elton, Cher remains a fashionable woman with her feminine clothes. She is not afraid to wear what she wants, she is proud of her appearance, and she uses it not to be liked by men but to express herself. She boldly advocates respect and illustrates that someone's attire does

not justify any form of mistreatment or violation. Cher uses fashion as an empowerment tool. When she gives a makeover to Tai, she says that makeover gives her a sense of control in this world that is full of chaos.

### c. Showing being a virgin is a matter of choice

Cher is labeled as a virgin by her friends, Dionne and Tai. Dionne has a boyfriend named Murray, and Tai once dated a boy at her old school. The fact is that Cher is a virgin because she is busy with herself and doesn't want to date a high school boy. Seeing Dionne and Murray always having fights over small things made Cher not interested in spending her high school years dating men of the same age.

**Cher** : I don't know why Dionne's going out with a high school boy. They're like dogs. You have to clean them and feed them. They're just like these nervous creatures that jump and slobber all over you.

...

**Cher** : ... I don't want to be a traitor to my generation and all, but I don't get how guys dress today. It looks like they just fell out of bed and put on some baggy pants and take their greasy hair... Ugh! And cover it up with a backward cap, and, like, we're expected to swoon? I don't think so. Searching for a boy in high school is as useless as searching for meaning in a Pauly Shore movie. (Heckerling, 1995)

From Cher's statement above, the reason she doesn't want to date boys at her high school is because they are dirty and have to be baby-ed, it's troublesome. Cher saw that the boys at her school also didn't understand how to dress properly, of course, this was in stark contrast to Cher who always took care of her body, and hygiene, and knew how to dress well since she was fashionable.

Cher's stereotype as a virgin makes her look inexperienced and naive when it comes to romantic and sexual relationships since Dionne and Tai have different experiences and



perspectives on sexuality, so she labels Cher as a virgin. It highlights that the stereotypes of being a virgin can lead Cher to feelings of being different or left out among her friends.

**Tai** : Cher, you're a virgin?  
**Cher** : God! You say it like it's a bad thing (Heckerling,1995)

Back again Cher is a person who has a principal, she doesn't need other people's approval to prove herself, so she tries to refute the stereotype that was thrown at her.

The society often judges women based on their virginity. There are two stereotypes associated with virginity, De Beauvoir (1949) stated that when women become man's property as wives or slaves, they want women who are still virgins. Some men who may still think conservative or traditional see that virgin women have high values and are indicated as purity of virtue. They describe virginity as something desirable and a positive attribute. They see virgins as emotional intimacy and build a bond with them.

Preferences regarding a partner's sexual history. While there are also those who argue that women who are still virgins are a negative trait. They are rated as less desirable and lacking in sexual prowess, the same as Cher's face. They may view a non-virgin partner as more understanding of their own desires. Beauvoir said

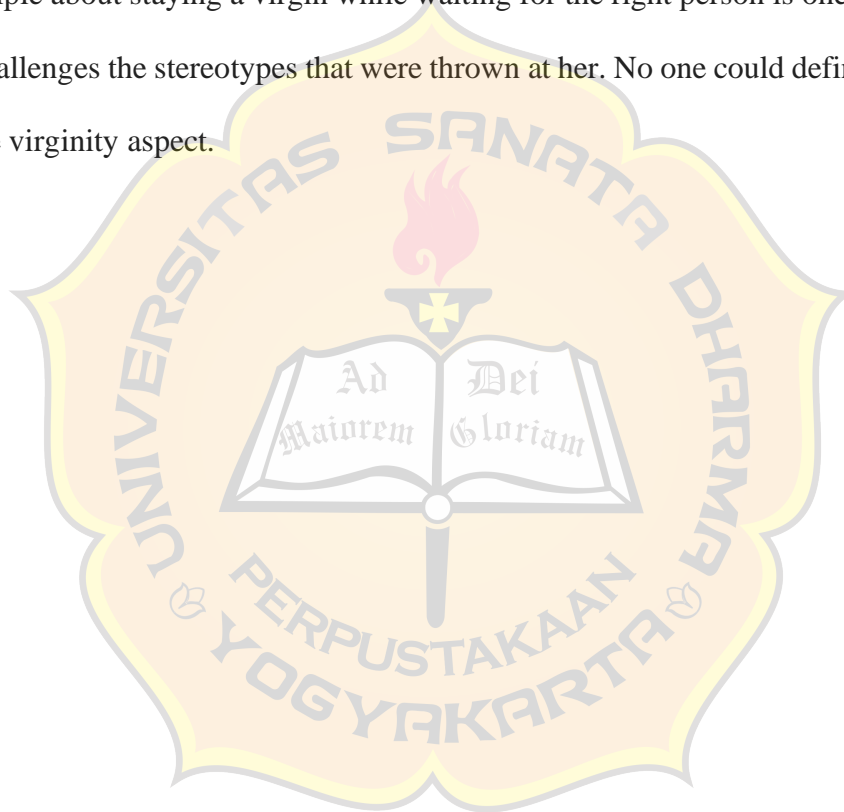
for the Tibetans, "none of them wanted to take a virgin girl as wife." A rational explanation has sometimes been given for this refusal: man does not want a wife who has not yet aroused masculine desires (Beauvoir, 1949, p.206)

Societal double standards could influence the perception of women's sexual history. Some of them may hold biased views which consider female virginity as a symbol of pure, meanwhile viewing non-virgin women through judgment or promiscuity. It is crucial to challenge. An individual's worth should not be determined by sexual history.

Cher proves that virginity is not a measuring tool to judge someone. She is indeed a virgin but she will not settle for less than she deserves to quickly find a boyfriend who doesn't match her standards. It reflects in the dialogue between Tai and Cher during lunch in a restaurant.

**Cher** : I am just not interested in doing it until I find the right person. You see how picky I am about my shoes. They only go on my feet. (Heckerling,1995)

Cher's principle about staying a virgin while waiting for the right person is one of the proofs that Cher challenges the stereotypes that were thrown at her. No one could define herself just based on the virginity aspect.



## CHAPTER V

### CONCLUSION

Based on the research, this part contains the conclusion based on the analysis. This study highlighted the stereotypes towards Cher Horowitz. There are three research objectives or problem formulation in this study. The first one is the portrayal of Cher Horowitz. The second is to describe the stereotypes thrown toward Cher. The third one reflects how Cher Horowitz breaks the stereotypes.

Cher Horowitz faced stereotypes from her friends, her teacher, and her ex-stepbrother. The cause of stereotypes towards Cher Horowitz arises because of Cher's portrayal. She is described as fashionable, confident, and having a sense of matching clothes. Cher's clothing choices that seem revealing make Cher attract attention so that she is often objectified by men. The second is Cher's character who is always kind to everyone, making Elton misunderstood because Cher's kindness and attention are considered flirtatious towards Elton even though Cher's just trying to care about her friend without any intention. Cher is also considered to only care about her appearance and superficial matters, so she is often thought to be unable to do certain things, such as helping her father work on cases.

Based on the data analysis above, Cher managed to break stereotypes with her ambitious and confident nature. Cher's ambitious nature is when she can prove that she is not unintelligent, she proves it through academic achievements and has broad knowledge about certain topics, and she tried her best to increase her grades. Cher is known to have a high level of self-confidence. After the incident when she was objectified by several men and

sexually assaulted by Elton because of her clothes, she still wore matching clothes that she liked even though they were revealing. She is still fashionable and being herself without thinking about the male's opinion. Cher is also confident and has the principle of her choice to be a virgin until she finds the right man for her, she doesn't lower her standards just to seek validation from her friends, she is not ashamed of her decision and proves that being a virgin is not a big deal. The way Cher challenges stereotypes is by proving herself to be not what they say, she proves it through achievement, personal growth, and rejection.

In conclusion, after analyzing this movie and movie script using stereotypes theory, the researcher concludes that from gender stereotypes, males and females are differentiated based on appropriate standards for each gender, such as personality, appearance, and responsibility. Cher Horowitz in *Clueless* is pictured as how she expected to be and makes her think twice about their choices. Therefore, Cher can deal with stereotypes with her confidence. She can't break that kind of stereotypes of society, although she uses this as a process for growth. She wanted to prove that she was more than what others judged her to be. She is more than a dumb blonde that likes to spend her father's money. She is ambitious and always goes after what she desires.

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