

## ABSTRACT

ARITONANG, NANDA MUTIARA. (2025). **An Analysis of Gender Stereotype in Leadership: A Case Study on The Character of *Moana***. Yogyakarta: Departement of English Letters, Faculty of Letters, Universitas Sanata Dharma.

This research investigates gender stereotype depiction in leadership by analyzing the personality of the main character of the Disney animated film *Moana* (2016). Leadership has been typically seen as a male domain, with masculine characteristics like aggressiveness, control, and logical thinking being attributed to it, while femininity is characterized by traits like caring, being emotional, and being dependent. In the face of many difficulties, the film redefines heroism from female leadership, combining elements such as bravery, love, and toughness through *Moana*'s expedition.

The research goes deeply into issues that revolve around three problems. The study consequently undertakes three tasks: the first is to clarify the attributes of leadership that *Moana* demonstrated, and the second is to examine how her personal story defied the conventionally accepted gender norms. In achieving the above goals, the paper attempts to determine whether the movie is merely repeating stereotypical gender roles or if it is showcasing a new type of leadership that transcends the traditional.

This research used qualitative research such as library research method. The main source for the data is the film *Moana* and secondary data taken from books, journals, and articles on gender, leadership, and film studies. According to Characterization Theory, developed by Boggs and Petrie, which is a way of analyzing how *Moana*'s personality is shown through look, talking, thinking, and the reactions of other characters. The Role Congruity Theory by Eagly and Karau is mentioned to illustrate how the preconceptions about the relationship between gender and leadership cause female leaders to be treated unfairly because society sees femininity as being at odds with leadership.

The results show that *Moana* is perceived as courageous, understanding, dutiful, inquisitive, and determined, possessing a mixture of qualities from both masculine and feminine leadership. The leader in her is revealed through empathy, teamwork, moral bravery, and dedication to the community's welfare, rather than through power or control. *Moana*, through her interaction with other characters and her individual development, exposes the myth that the traditional is not something a particular gender owns but is all about the right values, being responsible. The research sums up by stating that *Moana* is a female leader figure of a new and brings about an inclusive image of women.

**Keywords:** *Characterization, Gender Stereotype, leadership, Moana, Role Congruity Theory*

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Penelitian ini meneliti penggambaran stereotip gender dalam kepemimpinan dengan menganalisis kepribadian karakter utama film animasi Disney *Moana* (2016). Kepemimpinan umumnya dianggap sebagai domain laki-laki, dengan karakteristik maskulin seperti agresivitas, kontrol, dan pemikiran logis yang dikaitkan dengannya, sementara feminitas ditandai dengan sifat-sifat seperti kepedulian, emosional, dan ketergantungan. Di hadapan banyak kesulitan, film ini mendefinisikan ulang kepahlawanan melalui kepemimpinan perempuan, menggabungkan unsur-unsur seperti keberanian, cinta, dan ketangguhan melalui petualangan *Moana*.

Penelitian ini mendalami isu-isu yang berpusat pada tiga masalah. Studi ini kemudian melakukan tugas pertama untuk menjelaskan sifat-sifat kepemimpinan yang ditunjukkan *Moana* dan kedua meneliti bagaimana kisah pribadinya bertentangan dengan norma gender konvensional. Dalam mencapai tujuan di atas, makalah ini berusaha menentukan apakah film ini kepemimpinan baru yang melampaui tradisi.

Penelitian ini menggunakan metode studi pustaka. Sumber utama data adalah film *Moana*, sedangkan data sekunder diambil dari buku, jurnal, dan artikel tentang gender, kepemimpinan, dan studi film. Menurut Teori Karakterisasi yang dikembangkan oleh Boggs dan Petrie, yang merupakan cara menganalisis bagaimana keperibadian *Moana* ditampilkan melalui penampilan, cara berbicara, cara berpikir, dan reaksi karakter lain. Teori Kesesuaian Peran oleh Eagly dan Karau disebutkan untuk menggambarkan bagaimana prasangka tentang hubungan antara gender dan kepemimpinan menyebabkan pemimpin perempuan diperlakukan tidak adil karena masyarakat melihat kefemininan sebagai hal yang bertentangan dengan kepemimpinan.

Penelitian ini menunjukkan bahwa *Moana* digambarkan sebagai sosok yang berani, pengertian, bertanggung jawab, penasaran, dan tekun. *Moana* memiliki campuran kualitas dari kepemimpinan maskulin dan feminin. Kepemimpinannya terungkap melalui empati, kerja sama tim, keberanian moral, dan dedikasi terhadap kesejahteraan komunitas, bukan melalui kekuasaan atau kontrol. *Moana*, melalui interaksinya dengan karakter lain dan perkembangan individunya, membongkar mitos kepemimpinan tradisional bukanlah milik gender tertentu, melainkan tentang nilai-nilai yang tepat dan tanggung jawab. Penelitian ini menyimpulkan bahwa *Moana* adalah figur pemimpin perempuan baru yang membawa citra inklusif tentang perempuan.

**Kata kunci:** *Characterization, Gender Stereotype, leadership, Moana, Role Congruity Theory*