

ABSTRACT

TRANSGENDER CHARACTERS IN CHILDREN'S ANIMATED FILM (Qualitative Content Analysis of Salleh Characters 11 Seasons of Upin & Ipin Serial)

Rania Eka Nuramalina ¹⁾ Dr. Sri Wijayanti, M.Si ²⁾

¹⁾ Student of Communication Science, Universitas Pembangunan Jaya

²⁾ Lecturer of Communication Science, Universitas Pembangunan Jaya

The cons of the presence of the transgender character Salleh in the Upin & Ipin series is the background of this research. During this research, transgender representation was carried out in films intended for adults. So that this research is useful in increasing the complexity of transgender representation through characters with different backgrounds from what has been dominant so far. Through qualitative content analysis methods, this study aims to explain the transgender portrayal of the character Salleh in the 11 seasons of the Upin & Ipin series. The results of the study found that Salleh represented transgender people with an eastern cultural background and a Muslim majority population, presented more subtly, especially in terms of appearance and behavior. Transgender is represented more positively, through a variety of issues involving transgender relations with society and social acceptance of their existence in the environment. Transgender identity is shown to be more complex, Salleh is shown as a positive individual, happy to help, innovative and understands traditional and religious norms well.

Keywords: Upin & Ipin, transgender, representation, children's.

Libraries : 33

Publication Years : 2011-2020