

ABSTRACT

Audience Interpretation of Male Character Masculinity in Animated Films (A Reception Analysis Study of Early Adults on the Character Wade in the Disney Pixar Film "Elemental")

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This research originates from the phenomenon of shifting portrayals of masculinity in male animated characters in Disney and Pixar films, where male characters in the 2000s are depicted as less masculine compared to the 1990s, when characters were created to embody traditional masculine values. One film that breaks these masculine values is "Elemental", with the character Wade. The messages conveyed by a film can have diverse meanings, influenced by the audience's different interpretations. This study uses a qualitative approach within the constructivist paradigm and Stuart Hall's reception analysis method. Based on the interview results of woman and men, informants are divided into three positions of interpretation: Dominant, Negotiation, and Opposition. Some informants fully agree with the character Wade and see him as a positive step in breaking gender stereotypes, some informants agree with consideration, while others view it negatively as it does not align with their reality. This research is expected to provide an in-depth study of mass communication related to masculinity for early adults.

Keywords: Reception Analysis, Masculinity, Gender Stereotypes, Elemental

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