THE IDEOLOGY IN *BRAVE* FILM THROUGH
REPRESENTATION OF PRINCESS MERIDA

A Thesis
Submitted to Faculty Adab and Humanities
In Partial Fulfillment of the Requirements for the Degree of Strata One (S1)

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JAKARTA
2016
ABSTRACT


*Brave* (2012) which directed by Mark Andrews and Brenda Chapman is the unit analysis of this research. Due to the fact that the story of this film tells about Disney princess, this research is aimed to represent princess through Merida as main character in this film using representation theory and ideology concept to unveil the ideology which contain in this film through representation of Merida.

This research uses the qualitative method and the descriptive analysis as the technique to analyzed the data with the representation theory to show the readers how Merida as a princess represented differently from others Disney princess films. After analyzing the data, the writer finds the main character is represented as brave, boyish, rebellious, hasty and firm. That representation carries both Pixar and Disney ideology in building a different perception to the image of Disney princess by creating Merida as better and stronger role model to young girls or women.
APPROVALMENT

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The thesis entitled above has been defended before the Letters and Humanities Faculty’s Examination Committee on August 3rd, 2016. It has already been accepted as a partial fulfillment of the requirements for the degree of strata one.

Jakarta, August 3rd, 2016

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DECLARATION

I hereby declare that this submission is my own work and that, do the best of my knowledge and belief, it contains no material previously published and written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institution of higher learning, except where due acknowledgement has made in the text.

Jakarta, Agustus 2016

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ACKNOWLEDGEMENT

Bismillahirrahmanirrahim

In the name of Allah, The most Gracious, The Most Merciful

All praises be to Allah SWT, the Lord of universe, with His mercy and guidance, the writer can accomplish the process of making this thesis. The blessing and salutation are focused consistently for the messenger of Allah SWT – the Prophet Muhammad, his family, his disciples, and his followers.

The writer would like to express her gratitude to her parents, Heru Sulistiyono and Tri Unggul who always do the best things and provide innumerable useful suggestion, prayer, never ending support and financial support during the lifetime. The writer also would like to thank to her brothers; Akvysia, Friddy and Navry who motivate her to finish her study as soon as possible. Undeniably, the writer wants to dedicate this thesis for her beloved family.

The writer does not ever forget to mention her advisors; Mr. Arief Rahman Hakim, M.Hum. for the great patients, times and advices on finishing this thesis. Thanks for all the contributions, may Allah SWT bless you and your family.

The writer also would like to convey his sincere gratitude particularly to:

1. Prof. Dr. Sukron Kamil, M.A., the Dean of Letters and Humanities Faculty.

2. Drs. Saefuddin, M.Pd., the Head of English Letters Department.
3. Elve Oktafiyani, M.Hum., the Secretary of English Letters Department.

4. All lecturers of English Letters Department for their encouragement to the writer.

5. The examiners of this thesis, Inayatul Chusna, M.Hum. and Akhmad Zakky, M.Hum. for the suggestion to make this thesis better.

6. The beloved parent and the big family for their affection, patient, advice and support.

7. Sister from different parents: Corry, Dwi and Mia. Thank you for varieties of support since ten years ago.

8. Maryanti, Nunk and Uswa who are always accompany her at the best and the worst time since 2012. Thank you for being her human diary.

9. Atus, Dicha, Gladi, Hanum, Kiki, Nurul. Thank you for the togetherness, happiness and memories that have been shared.

10. Alawiyah who is always help her in difficult lesson, especially in structure.


12. All of her awesome friends; Senior and Junior in English Letters Department, ELD ‘11, ELDC, Literature Class, ELTD and KKN Teropong for the greatest memories in the college.

13. And all people who hearten her to finish this thesis who cannot be mentioned one by one, thanks for their benevolence.
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CHAPTER I

INTRODUCITION

A. Background of The Study

Film encompasses individual motion pictures, the field of film as an art form, and the motion picture industry. Films are produced by recording images from the world with cameras, or by creating images using animation techniques or special effects. Films are cultural artifacts created by specific cultures, which reflect those cultures, and, in turn, affect them. Film is considered to be an important art form, a source of popular entertainment and a powerful method for educating — or indoctrinating — citizens. The visual elements of cinema give motion pictures a universal power of communication.¹

There are four types of films; narrative, nonfiction, animated and experimental films. The writer chooses animated film to be analyzed in this research. Animated films (or cartoons) are made by photographing drawings, other graphic images, silhouettes, or inanimate objects frame by frame with a special animation camera.² Animated films are often directed to, or appeal most to children, but can easily be enjoyed by all. One of most popular animated films company is Walt Disney. The Walt Disney Company started in 1923 in the rear of a small office occupied by Holly-Vermont Realty in Los Angeles. In 1937, [1 Film http://www.eicar-international.com/definition-film.html accessed on 22 April,2015

Disney’s innovative first full length animated feature, SNOW WHITE AND THE SEVEN DWARFS, was released to critical acclaim and worldwide success. Then, for the child in all of us again, Disney animation was given new life (as the word animation itself is defined) in 1987 by The Little Mermaid, which led an astonishing string of new musical animated features.

Two years later Beauty and The Beast emerged from an artistic process that utilized computers to assist in the conventional drawing techniques, and the film won an Academy Award nomination for Best Picture, the first such accolade for an animated feature. Besides princess on Snow White and Seven Dwarfs and Beauty and The Beast films, Walt Disney have another popular films which tells about princess such as The Little Mermaid, Cinderella, Sleeping Beauty, Mulan and Tangled. However all of the princesses on those films have similar concept. It could be seen from the story, appearances of the princesses and their characteristics.

Snow White in Snow White and Seven Dwarfs has lips as red as the rose, hair as black as ebony, and skin as white as snow. Belle in Beauty and the Beast has a fair skin, rosy cheeks, pink lips, long brown hair and hazel eyes. Descriptions of their physical appearances show how beautiful they are as a princess. The princess does not only have a perfect appearance as a girl but also have good characteristics. Snow White and Belle were described as kind hearted, obedient,

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3 History of Walt Disney Studios
graceful and feminine. Besides their appearances and characteristics, the story of Disney princess films always tell about a princess who are waiting for their true love and the ending of the story are always happy. Walt Disney has still produced those kinds of princess until 2010 when *Tangled* was released.

Two years later, the writer finds Merida as a princess who appears in different ways in *Brave* film which is produced by Pixar Animation Studios and released by Walt Disney Pictures. *Brave* is released in theaters on June 22nd, 2012. *Brave* is nominated and won the Academy Award for Best Animated Feature Film. In this film, there is a new concept of Disney princess through Merida. Not only from the appearances of the main character on this film but also from her characteristics and the story of her as a princess.

Merida is a princess by birth and an adventurer by spirit. She is a Scotland princess who is living in DunBroch with her parents, King Fergus and Queen Elinor. She has three brothers who are triplet. Her mother, Queen Elinor has a great expectation to Merida to be a proper royal lady, but it is contradicting Merida’s expectation who wants to take control of her destiny. Queen Elinor always teaches her how to be a real princess nevertheless Merida still does whatever she want such as practicing archery, riding a horse and climbing mountains. Their different desires causing friction between them.

In addition, Merida has different physical appearances than other princesses. She has pale skin, round face, light freckles, long curly red hair, and blue eyes.

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6 *THE PIXAR TIMELINE 1979 TO PRESENT* [http://www.pixar.com/about/Our-Story](http://www.pixar.com/about/Our-Story) accessed on 5 May, 2015
She spends her days practicing archery, riding her horse and exploring the world around her. She is brave, boyish, rebellious and reckless. The description of Merida as a Disney princess in this film is far different with other Disney princesses, such as Snow White and Belle, which were described previously, as proper royal ladies.

According to the story above, the writer would like to analyze the representation of Merida in *Brave* film, because this film uses a princess who included in Disney princess list as the main character but the princess this film presented the princess differently. This film shows new appearances, characteristics and story of princess. Therefore, the writer also use ideology concept to unveil the ideology in this film from the representation of Merida as a princess.

**B. Focus of The Study**

The writer would like to focus on analyzing Merida as a main character in “*Brave*” film who appeared to have different concept of Disney princess using representation theory and ideology concept.

**C. Research Question**

Based on the background of the study and focus of the study, the writer limits it by formulating the research question as follow:

1. How does *Brave* film represent princess character?

2. What is ideology that *Brave* film conveys through its representation?
D. Significance of The Study

The purpose of this research is to give more knowledge and comprehension about representation theory especially for the writer herself and the readers who are interested in the film-field. The writer would like to show how *Brave* film represent Merida as a princess and unveil the ideology that contains in the film. The result of the research is also expected to be useful for the readers as other references for future improvement of analyzing main character in animated film.

E. Research Metodology

1. The Objectives of Research

The objective of research is to answer questions stated in research questions; to explain how *Brave* film represent the main character as a princess and to unveil the ideology from that representation.

2. The Method of Research

This research is analyzed by using qualitative descriptive method. Qualitative method can give more attention to data analysis, the data related with the context itself.\(^7\) Qualitative research is a research which rely on verbal and numeric data to support analysis. He also defined that descriptive does not need statistics analysis and has to analyze based on the methods, theories or relevant approaches.\(^8\) By using this method, the writer will identify, describe and analyze Merida as the main character on *Brave* film to contrive conclusion in the end of this research.

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3. The Technique of Data Analysis

The writer uses representation theory and ideology concept to analyze a main character in *Brave film*. First, the writer explains the differences of Merida from others princess in Disney films. Then, the writer uses ideology concept to reveal the ideology of the film. After that, the compiled data will be analyzed using descriptive analysis technique to reveal the message of this film.

4. The Instrument of the Research

The writer will use herself as an instrument of the research by watching *Brave* film and other Disney films repeatedly, reading the script, capturing the certain scenes, browsing and collecting some data to complete this research.

5. The Unit of Analysis

The unit of the research is the film *Brave*. The film was directed by Mark Andrews and Brenda Chapman and co-directed by Purcell that released on June 22\textsuperscript{nd}, 2012.
CHAPTER II

THEORETICAL DESCRIPTION

In this chapter, the writer will discuss about theories that will use in this research. The writer will explain about representation, ideology, Character and Characterization, Princess in Disney Films to see how this film represent Merida as main character in *Brave* film and what ideology of that film.

A. Previous Research

The subject of this research, *Brave*, a movie from Disney, had been analyzed by other researchers before. The writer found three researchers who have analyzed *Brave* film in [www.download.portalgaruda.org](http://www.download.portalgaruda.org) and [www.journal.unair.ac.id](http://www.journal.unair.ac.id). The first research is “Representasi Stereotipe Perempuan dalam Film Brave” by Fanny Puspitasari Go from Kristen Petra University of Surabaya. This research uses narrative analysis method by Vladimir Propp. Using this theory, the researcher analyzed representation of stereotyped women in *Brave* film. The result shows that *Brave* film failed to break methodology of patriarchy system and Pixar also do commoditization of stereotyped women through narration in *Brave*, followed by standardization Disney princess films.

The second researcher is Cahya Haniva Yunizar from Airlangga University. The title of the research is “Wacana Perempuan dalam Film Animasi Disney Princess Brave”. This research used discourse analysis as a textual analysis method to explore discourse ideal type of women which is described in
animation Disney film through princess’s characterization in Brave. According to this analysis, the researcher found that princess Merida constructed women as open-minded, brave, strong and autonomous. Besides that, Merida succeed to maintain her unique identity by neglect other people’s expectations and opinions.

The last previous research is “Princess Representation in Disney’s Movie Brave” by Ega Dwi Rakhmawati from UIN Syarif Hidayatullah Jakarta. This research analyzes Merida’s characteristics and defines it through representation concept by Stuart Hall to observe the different princess representation in this film. She uses qualitative descriptive to reveal the findings. The result of this research shows that characteristics, habits and appearances of princess Merida are disparate with other classic Disney princess.

As explained above, this research will continue the previous research which analyzed representation of Merida. The writer will analyze Merida’s representation in Brave film more deeply and more detail to explain how meaning of princess is produced and exchanged in the film. With this theory, the writer tries to reveal the ideology that contains in the film by representing princess Merida in different ways. Lastly, the writer hopes the result of this research can be used as reference for the readers or next researchers.

B. Concept

1. Representation

Representation has emerged to place a new and significant role in the cultural study. Chris Barker mentions that the representation is a major study in cultural studies. Representation itself is defined as how the world is socially constructed
and presented to us and by us in certain meanings. Cultural studies focus on how the process of meaning representation itself.⁹

Representation connects meaning and language to culture. Representation means using a language to say something meaningful about, or to represent the word meaningfully to other people. Representation is an essential part of the process by which meaning is produced and exchanged between members of a culture and involves the use of language, of signs and images which stand for represent things.¹⁰

The representation use language in a culture exchanged. It depends on how that culture gives meaning to that language because one culture from others is different. Language is one of the media through which thoughts, concepts, ideas and feelings are represented in culture. Meanings can only be shared through our common access to language. Therefore, language is the major tool in understanding representation, meanwhile in film the language are written words, spoke sounds and visual images.

Representation system consist of two essential components, those are concept in mind and language. Both of these component are related to each other. The concept is something that we have in our minds and we know that meaning. By the language, we can communicate what we are mean.¹¹ It means that the meaning will not be communicated without language. Therefore, the most

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important in representation is that every member in the same society can be understood and have same understanding of meaning.

To express what we thought into language and to understand by other, the representation has two processes of representation or two systems of representation: there are system and sign. The system, which all sort of object, people and event are correlated with a set of concept or mental representation, which we carry around in our head. Whereas, Sign is organized into languages and it is the existence of common languages which enable us to translate our thought (concept) into words, sound and image and then to use these, operating language, to express meanings and communicate thoughts to other people.\(^\text{12}\)

According to Judy and Tim, there are three definition about word ‘to represent’: to stand in for something or someone, to speak or act on behalf of and to re-present.\(^\text{13}\) From those three sense of the word ‘represent’, the last meaning of the word re-present is appropriate for this research because Brave film re-presents a princess through Merida as the main character. When represent something, we paraphrase it, translate it, summarize it, expand it and we interpret it.\(^\text{14}\)

2. **Ideology**

Ideology has a connection to representation because ideology and representation are included in cultural studies. Ideology is the most important conceptual category and always been a key analytical tool in cultural studies.

\(^{12}\) *Ibid*, p.17.


\(^{14}\) Dan Sperber, *Explaining Culture a Naturalistic Approach*, (UK: Blackwell Publisher 1999), p.34.
Ideology is a crucial concept in the study of popular culture. Graeme Tuner calls it ‘the most important conceptual category in culture studies’. This concept is often complicated by the fact that in much cultural analysis the concept is used interchangeably with culture itself.

Ideology is about the ideas held in common by social groups in their everyday lives. An ideology is logic of ideas, indicating that the groups who hold various ideologies perceive and understand the world in a relativity consistent manner. Like signs, ideas are organized into signifying systems. Ideology is thus related to all of semiotic concept. Ideology is the process of representing material social relationships and of attempting to reconcile them in discourse. It has many competing meanings. John Storey explains several ways of understanding ideology in his book. 

First definition of ideology is can refer to systematic body of ideas articulated by a particular group of people. For example, we could speak of ‘professional ideology’ to refer to the ideas which inform the practices of particular professional groups. We could also speak of the ‘ideology of the labor party’. Here we would be referring to the collection of political, economic and social ideas, which inform the aspirations, and activities of the party.

A second definition suggests a certain masking, distortion, concealment. Ideology is used here to indicate how some cultural texts and practices present distorted images of reality. They produce what is called ‘false consciousness’.

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Such distortions, it is argued, work in the interest of the powerful against the interest of the powerless. Using this definition, we might speak of capitalist ideology.

A third definition of ideology (closely related to and in some ways dependent on, the second edition) uses the term to refer to ‘ideological forms.’ This usage is intended to draw attention to the way in which texts (television fiction, pop song, novels, feature films, etc.) always present a particular image of the world. This definition depends on a notion of society as conflict rather than consensual, structured around inequality, exploitation and oppression. Texts are said to take sides, consciously or unconsciously, in this conflict.

A fourth definition is one that was very influential in the 1970s and early 1980s. It is definition of ideology developed by the French Marxist philosopher Louise Althusser. Ideology is encountered in the practices of everyday life and not simply in certain ideas about everyday life.

A fifth definition of ideology is one associated with the early work of the French cultural theorist Roland Barthes. He argues that ideology operates mainly at the level of connotations, the secondary often unconscious meanings that texts and practices carry, or can be made to carry. Ideology is the terrain on which takes places a hegemonic struggle to restrict connotations, to fix particular connotations, to produce new connotations.\footnote{\textit{Ibid}, p.2-5.}

According to those definition of ideology, the writer will take third definition because this research based on the film. The writer takes a position in
the film through the ideology of the author to describe something. In this case, the writer describes Merida to be presented.

3. Characters and Characterization

According to Richard Barsam, characters is another essential element of film narrative, play functional roles within the plot, either acting or being acted on. Stories cannot exist if either plot or characters are missing. Character refers to the people authors create to inhabit their stories. Characters should be believable and consistent. Being believable means not that all characters be like people we have known but they believable in the context of the story. Consistently requires not that the characters remain exactly the same, but that any changes in character are sufficiently by what happens to them in a story.

Characterization is the process of conveying information about characters in narrative or dramatic works of art of everyday conversation. Characters may be presented by mean of description, through their actions, speech, or thoughts as well as by depiction. Characterization can also be seen from a variety of aspects of a character such as appearance, age, gender, educational level, occupation, marital status, religious beliefs, personality, etc.

3.1 Characterization through Dialogue

Characters in a fictional film naturally reveal a great deal about themselves by what they say. But a great deal is also revealed by how they say it. Their true thoughts, attitudes, and emotions can be revealed in subtle ways through word

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choice and through the stress, pitch, and pause patterns of their speech. Actor use of grammar, sentence, structure, vocabulary, and particular dialects (if any) reveals a great deal about their characters social and economic level, educational background, and mental processes. Therefore, we must develop a keen ear, attitude to the faintest and most subtle nuances of meaning revealed through the human voice-listening carefully not only to what is said also to how it is said.\textsuperscript{20}

3.2 Characterization through Contrast: Dramatic Foils

One of the most effective techniques of characterization is the use of foils—contrasting characters whose behavior, attitude, opinions, lifestyle, physical appearance, and so on are the opposite of those of the main characters. The effect is similar to that achieved by putting black and white together—the black appears blacker and the white appears whiter. The tallest giant and the tiniest midget might be placed side by side at the carnival sideshow, and the filmmaker sometimes uses characters in much the same way.\textsuperscript{21}

4. Princess in Disney Films

Walt Disney has produced Disney princess film since 1937 and until 2012, they have 11 princess in Disney princess list. The writer puts article and journal to describe about princess in that list. Based on 2008 article “Images of Gender, Race, Age, and Sexual Orientation in Disney Feature-Length Animated Films” from the online scholarly journal \textit{Journal of Feminist Family Therapy}, has multiple authors, Mia Adessa Towbin, Shelly A. Haddock, Toni Schindler Zimmerman, Lori K. Lund, and Litsa Renee Tanner. It analyzes the results of a

\textsuperscript{20} \textit{Ibid}, p.61. \\
\textsuperscript{21} \textit{Ibid}, p.62.
study that found stereotypes of gender, race, sexual orientation, culture, and others in Disney films. The research explores what it means to be a woman in four different themes: appearance is more valuable than intellect, women are helpless and in need of protection, women are domestic and likely to marry, and overweight women are ugly, unpleasant, and unmarried.

The article says the first theme of appearance is *The Little Mermaid* when Ariel wins over Prince Eric with merely her body and *Beauty and the Beast* when Belle’s intelligence is mocked. The article also quotes a song in the film that says, “I’m afraid she’s rather off (for reading books and rejecting Gaston) – she’s not like the rest of us.” Belle's name in itself means “beauty.” The second theme of helplessness is portrayed in *Aladdin* when Jasmine needs Aladdin to rescue her despite being able to stand up to her father multiple times. The third theme of domestication is presented in almost every Disney movie such as, *Cinderella, Snow White and the Seven Dwarfs*, and *Beauty and the Beast*. The fourth and final theme of overweight women is shown in *The Little Mermaid* and *Cinderella* with Ursula and the evil stepmother, respectively.

Another analysis which discuss about stereotypes in Disney Princess films is “*A Tale as Old as Time – An analysis of negative stereotypes in Disney Princess Movies*” by Jolene Ewert from URJHS volume 13 (2012). Jolene focused on analyzing top ten grossing Disney princess movies of all time. These

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Jolene’s analysis showed that a princess has a very particular look. Every princess had long hair with the exception of Snow White. They all wore dresses for the majority of the movie with the exception of Mulan. Most princesses wore make-up, jewelry, and either a headband or a crown. Their clothes are always clean and fashionable except for the case of Cinderella (before her fairy Godmother came to help her out). Next, we move on to how a princess spends her time. The majority of the time for the princesses was spent interacting with animals (29%), singing (24%), or dancing (13%). Some other categories mentioned were cooking, cleaning/serving, and primping/grooming. We hardly ever see a princess working or fighting.\(^\text{23}\)

In addition, sexuality is used as a tool for the majority of the women in these films. If a girl is beautiful, it is implied that the prince will fall in love with her in a matter of time. He will then rescues her at all costs so they can live out their lives together in happiness. Ariel, being without a voice, has to rely on her

\(^{23}\) *A Tale as Old as Time – An analysis of negative stereotypes in Disney Princess Movies*  
sexuality alone. Jasmine must use her sexuality to lure Jafar away from Aladdin. And, the princesses often have to give up something in the trade for being with their man: for Jasmine, her voice; for Belle, her freedom; for Rapunzel, her mother; and for Tiana, her dreams. But at the end of story, they married with a prince and lived happily ever after.\textsuperscript{24} The description above shows that Disney princess has similar concept in every films until \textit{Brave} released in 2012.

\textit{Brave} is the first Pixar fairy tale film, which is also the first Pixar film with a female protagonist. This is an American 3D computer-animated fantasy comedy-drama film produced by Pixar Animation Studio and released by Walt Disney Pictures. This film is directed by Mark Andrews and Brenda Chapman, co-directed by Steve Purcell, produced by Katherine Sarafian with John Lasseter and Andrew Stanton with Pete Docter as executive producers.

The story of this film is written by Brenda Chapman, with the screenplay by Andrews, Purcell, Chapman and Irene Mecchi. Chapman gets inspiration to make the story from her relationship with her own daughter. Set in the Scottish Highlands brings to life by vivid and realistic animation and a lively soundtrack of bagpipe music composed by Patrick Doyle, the film tells story of a princess named Merida who has discordant relationship with her mother because of her desire to control her own path and to live her own life.

This film announces in April 2008 as \textit{The Bear and the Bow} when Brenda Chapman conceived the project but in October 2010, she is replaced by Mark

\textsuperscript{24} \textit{Ibid}
Andrews and the title of this film changed into *Brave*. The film initially set for release on June 15, 2012 but the date changes to June 22, 2012. On April 3, 2012 Pixar screened the film’s first 30 minutes which received a positive reaction. The film premieres on the last day of the Seattle International Film Festival on June 10, 2012.

*Brave* earns $237,283,207 in North America, $303,153,856 in other countries and $540,437,063 for total of worldwide. It is the 13th highest-grossing film of 2012, the 8th highest-grossing Pixar film and the 3rd highest-grossing animated film that year. It opened on June 22, 2012, with $24.6 million and finished its opening weekend with $66.3 million, at the upper end of the numbers analysts predicted. This was the fourth-largest opening weekend in June and the fifth-largest for a Pixar film. Despite pre-release tracking indications, the audience was estimated to be 43% male and 57% female. In North America, it is the eighth highest-grossing Pixar film, the highest-grossing 2012 animated film, and the eighth highest-grossing film of 2012. Outside North America, the film earned $14.0 million from 10 markets on its opening weekend, finishing in third place behind Madagascar 3: Europe’s Most Wanted and Snow White and the Huntsman.25

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CHAPTER III

RESEARCH FINDINGS

In this chapter, the writer would like to analyze princess representation through Merida as main character that appears in *Brave* film. Merida is included in Disney princesses list but *Brave* film represents her in different ways. Thus, she does not looks like others Disney princess which is portrayed in previous Disney films.

After describing others Disney princess who has similar concept in Disney films, the writer would like to show a representation of princess which is discussed from the aspect of characteristics through Merida character. Further, the writer will reveal the ideology of that film from the representation.

A. The Representation of Princess through Merida

*Brave* film makes a new concept on Disney princess through Merida’s appearance which represented princess in the film. Some pictures and dialogues shows that Merida represent as different princess character; it indicates the film tries to build a different perception to the image of Disney princess through Merida’s appearances, characteristics and storyline. Before analyzing characterization of Merida and unveil the ideology which contains in that film, the writer will describe Merida’s appearance as a princess.
As seen as the picture above, Merida is included in Disney princess list. She wears a dress like the others but her dress has dark color which makes she does not look elegant. However, that is the first and primary dress of Merida. She wears ankle-height brown leather shoes and wears no jewelry or crown. Besides her dress and shoes which make her does not looks like princess in generally, her bow and arrow which always on her back also indicates her differences. There is no princess who brings weapon in Disney films.

Additionally, her physical appearances are also shows her differences. She has pale skin, round face, light freckles on her cheeks, long curly red hair and blue eyes. She does not look as beauty as others Disney princess. *Brave* film tries to portray Merida as independent, heroic girl, tapering her limbs and keeping her
active looking.\textsuperscript{26} The appearances of princess Merida could evidently be seen on the picture below.

![Picture 1.2](image)

The differences about Merida is obviously seen from her appearances as a Disney princess. However, her differences are not only seen from her physical appearances but also from her characteristics. Furthermore, the writer would also analyzes Merida’s characteristics in this film. In this film, Merida is described as brave, boyish, rebellious, hasty and firm as a princess.

In the beginning of the film, young Merida and her parents appears in the forest. Young Merida plays hide and seek with Queen Elinor until King Fergus puts his bow on the table and attracts Merida’s attention. As the title of this film, Merida shows her bravery since she is still young, she looks like she is not afraid of anything.

\textsuperscript{26} Evolution of Pixar Princess http://www.nytimes.com/2012/06/17/movies/pixars-brave-how-the-character-merida-was-developed.html?_r=0 accessed on 19 August 2016
Young Merida: Can I shoot an arrow? (She picks up the large bow from the table) Can I? Can I? Can I? Can I? Please, can I? (She falls and laughs as the bow is too big for her)

King Fergus: Not with that. Why not use your very own? (He presents her with a small bow) Happy birthday, my wee darling!

Young Merida: (shoots but misses the target) I missed it.

Queen Elinor: Well, go and fetch it then.

(00:01:55 – 00:02:07)

The pictures above proves that as a six years old girl, she is brave enough to shoot an arrow without her father’s instructions and when the arrow missed, she looks for it in the forest without asking her parents to accompany her. Until Elinor says “a bow, Fergus? She’s a lady” to Fergus. It means that Merida should not do
something like that as a lady or princess. Ten years later, undeniably Merida’s bravery has increased.

(Merida’s monologue) *But every once in a while, there’s a day when I don’t have to be a princess. (Wakes up, takes bow and quiver of arrows, runs downstairs to Angus and rides off) No lessons, no expectations. A day when anything can happen. A day I can change my fate. (In the meantime, Merida shoots, carves on her bow, keeps company with Angus, climbs a rock and drinks from the waterfall nearby).*

(00:06:53 – 00:08:55)

(Merida enter dining hall)

**Merida:** Mom, you’ll never guess what I did, today!

**Elinor:** Hmm?

**Merida:** I climbed the Crone’s Tooth and drank from the Fire Falls (princess awestruck King)

**Fergus:** Fire Falls? They say only the ancient kings were brave enough to drink the fire.

(Merida giggles, winkles nose at king)

(00:10:23 – 00:10:33)

Merida proves that as she grows older, bravery in herself grows too. The word” but every once in a while, there’s a day when I don’t have to be a princess”
in her monologue enlightens that someday she can do something which a princess should not do. For example she loves doing adventure more than being a princess. She does not only love archery but also love to rides her horse, Angus, to the forest. In the forest, she has no fear to climb, drink and dance on the top of waterfall. Archery, rides horse and climbs to waterfall are risky. It makes Merida looks strong and athletics.

She backs to the kingdom and tells to her parents about that, her mother not interested at all but her father says “Fire Falls? They say only the ancient kings were brave enough to drink the fire”. From King Fergus’s statement, we knows her father admits that Merida is brave enough to do something like that. Besides showing her fearlessness, all of her hobbies show that she does not grow as a proper royal lady and does not look feminine as a princess.

Another different side of Merida as a princess is that she is rebellious. She does not listen to Queen Elinor who always reminds her to act like a princess. In contrast, Merida always do whatever she wants to do because she does not want to be like her mother in the future. That is why Merida becomes a rebellious princess.
(Merida’s monologue) *I’m the princess. I’m the example. I’ve got duties, responsibilities, expectations. My whole life is planned out, for the day I become, well, my mother! She’s in charge of every single day of my life.* (Sigh)

(00:05:34 – 00:05:53)

Merida’s monologue explains that as a princess, her life is planned out by her mother. Her sigh in the end of her monologue shows her disappointment because of that situation. In addition, those pictures above shows how Merida’s expression when Elinor to act like a princess. The picture 1.10 and 1.11 Merida bites an apple as door’s hall opens and there are so many people there. Elinor hints her to present herself properly. Merida discards apple, wipes mouth with sleeve and walks in a rush like a man. Her mother glances at her, Merida sits on her chair with peevish face like picture 1.12. Those actions illustrate Merida has improper manner and does not listen to her mother.
The next pictures displays Merida’s expression when Elinor teaches her a princess lesson. In picture 1.13 Merida recites a traditional English song, her mother says “Pronunciation must be understood from anywhere…” but Merida just mutters until the end of the song. In the following picture, Elinor teaches Merida about history and geography of the kingdom. While Elinor explains a lot of things, Merida busy draws a doodle in a piece of paper. From that situation, we knows that Merida does not pay attention to her mother. In picture 1.15, Elinor and Merida plays lyre but Merida keeps make mistake because she looks does not focus to play that. In every picture, Merida does not look interested at all. We could see that from her expression and warns from Elinor in every lesson.
(Merida holds a bird, king on her left. Bird attacks king, Merida laughing out loud while king tries to fend off bird)
Elinor: A princess don’t chortle.
(At dinner table Merida tries to stuff chicken into mouth)
Elinor: Doesn’t stuff her gob!
(At bedroom)
Elinor: Rises early!
(At kitchen)
Elinor: Is compassionate...
(At dining hall)
Elinor: Patient!
(In front of candles)
Elinor: Cautious!
(At bright room)
Elinor: Clean!
(With King)
Elinor: And above all, a princess strives for, well, perfection.

(00:06:30 – 00:06:45)

All of Elinor’s commands proves that Merida does not do what she should do as a princess by ignoring what her mother told her to do. Elinor always reminds her anywhere and anytime to behave like a princess because Merida’s behavior is contradictory to rules of a princess. She laughs out loud even her mother says “a princess don’t chortle”, She wakes up late in the morning until her mother opens her windows, she takes a big bite of food into her mouth and careless when doing anything. In short, Merida disobeys every rules of princess even her mother tries hard to teach her how she should behave like a princess.

Another rebellious side of Merida appears when her mother tells her about suitors for her betrothal. Merida is shocked and denies her mother’s decision.
Elinor: The lords are presenting their sons as suitors for your betrothal.

Merida: What?

Elinor: The clans have accepted!

Merida: Dad!

Fergus: What? I...you...she...Elinor!

Elinor: Honestly, Merida! I don’t know why you’re acting this way. This year each clan will present a suitor to compete in the games for your hand.

Merida: I’m the only princess that just does what she’s told!

Elinor: A princess does not raise her voice. Merida, this is what you’ve been preparing for your whole life.

Merida: No! It’s what you’ve been preparing me for my whole life!

(Merida gets up in anger and starts to walk off)

Merida: I won’t go through with it! You can’t force me!

Elinor: Merida!

(00:12:07 – 00:12:46)

At this time, Merida cannot control herself when Queen Elinor tells her about her arranged marriage. She does not want her whole life to be arranged by her mother. She undoubtedly acts against her parent’s decision. As we could see from the pictures 1.22 and 1.23 she gets angry and raises her voice while talking to her mother. Before leaves dining hall without asking for permission, she says “I’m the only princess that just does what she’s told!” and “No! It’s what you’ve been preparing me for my whole life!”. That dialogue shows Merida’s insurrection about her mother’s decision.
On the day when suitors come to Dunbroch Kingdom, Queen Elinor is really excited and dressed Merida beautifully. On the other hand, Merida looks uninterested and thinks hard to cancel it.

Elinor: Merida!
(As Merida prepares to take aim she finds moving difficult as her dress is too tight)

Merida: This dress!
(She bends and her dress rips at the back and arms allowing her to move freely, she aims and hits the first target dead on center)

Elinor: Merida, stop this!
(Merida moves to the second target, aims and shoots center again)

Elinor: Don’t you dare release another arrow!
(Merida takes another arrow and prepares to shoot the third target)

Elinor: Merida, I forbid it!
(At that moment Merida shoot the arrow and hits the center of the target, splitting young Dingwall’s arrow in half)

(00:26:09 – 00:26:53)
In picture 1.24 Merida sits in her chair with tight formal dress, she looks irritated. She takes her hair out from the veil, she does not care with clans who gathered in front of her. Merida success to ruin her engagement day by choosing archery as requirement for suitors who wants to be her betrothal. All suitors cannot shoot an arrow on target. Merida is frustrated to see that, she takes her own bow, rips her tight dress and shows her excellent skill on archery. She breaks all of the rules as a princess. Elinor is startled and tells her to stop, but as always, she ignores Elinor and still shoot an arrow. Elinor cannot hold her anger and force Merida go inside the castle.

(Merida points her sword at the family tapestry that Elinor had been working on)

Elinor: Merida!
Merida: I will never be like you!
(Merida sticks the tip of her sword into the tapestry)
Elinor: No! Stop that!
Merida: I’d rather die than be like you!
(suddenly Merida slashes the tapestry, a line between her and the rest of the royal family, Elinor is so upset that she takes Merida’s bow)
Elinor: You are a princess! I expect you to act line one!
(Elinor throws Merida’s bow to the fire, shocked at her mother, Merida cries and runs out of the room)
Elinor: Merida! Merida!
(00:28:02 – 00:28:33)
In the castle, both of them cannot hold their emotion. They argue and shout at each other. Elinor feels ashamed of her daughter, she never thinks that Merida will do that, while Merida does not feel guilty at all. At the same time, Merida gets madder than her mother. She tell her mother that she will never be like Elinor, she says “I’d rather die than be like you!” This scene describes that she does not feel she breaks the rules, she just do what she wants to do. She tells her mother that she does not want to get married and to become a queen like her mother in the end. The situation gets worse when Merida slashes the tapestry of her family with sword. Elinor takes Merida’s bow and throws that to the fireplace. Afterwards, Merida runs away from the castle instead of apologizes to her mother. She is clearly depicted as rebellious princess in this scene.

The next scene portrays Merida has hasty characterization as a princess. She just wants to make her dream come true without considering the risk. Merida runs away into the forest with Angus, until she finds a wisp which lead her to the cottage. She cries hard until she sees a wisp around her. She follows the wisp which lead her to the cottage. She enters the cottage and finds a witch there.
From the dialogue and pictures above Merida believes if this is her chance to changes her fate and her mother as well. Therefore, she asks for help to the witch without any doubts. She gives her pendant necklace from Queen Elinor to the witch, thus the witch agrees to help her with a spell. Unlike others princess who gets cursed by the witch, Merida in this film asks the witch to solve her problem.

*The Witch:* Are you sure you know what you’re doing?
*Merida:* I want a spell to change my mom. That will change my fate.

*The Witch:* Done!

(The witch brews up a potion in her cauldron)

*The Witch:* Now, let’s see. What have we here?
*(The witch fishes out a tart from the potion)*

*Merida:* Uh…a cake?

*The Witch:* You don’t want it?

*Merida:* Yes! I want it! You’re sure if I give this to my mom, it will change my fate?

*The Witch:* Oh, trust me! It’ll do the trick, dearie.

(00:33:43 – 00:35:37)

Although the witch ask Merida one more time, but she still believes that the witch is a savior who can help her to change her mother. When the witch asks her “are you sure you know what you’re doing?”, Merida just says “I want a spell
to change my mom. That will change my fate”. From that dialogue, Merida shows she has no doubt to do that even the witch asks her one more time and seems hesitate to help her. She gets a cake which is made from the spell of the witch. She does not ask the consequences of what will happen if her mom eats the cake because she only thinks that this cake will change her mother and her fate. She comes back to the kingdom bringing the cake, then she gives the cake to her mother, thinking that it will change her thoughts.

Then, the witch give her a cake which is made by spell. Merida brings that cake to the kingdom and successfully make her mother eat that cake. A few minutes later, her mother changes into a bear. Queen Elinor shocked and angry when she see herself as a bear. Merida shocked too but she does not want to admit that all of this happened because of her fault.

(Suddenly, Elinor rolls of the bed in pain)
**Merida:** Mom? So, I...I’ll just tell them the wedding’s off then?
(Merida hears a growling noise from where Elinor rolled down the bed) **MOM**?
(Merida walks round to see if Elinor is fine, she sees a giant shape rise from the floor and Elinor has transformed into a bear making Merida scream with terror)

**Merida:** BEAR!

(Elinor starts freaking out and tearing up the room)
**Merida:** Mom, you’re....you’re a bear! You’re a bear! Oh, that scaffie witch gave me a gammy spell!! (Elinor unable to
speak, gives Merida a shocked look at her revelation) It’s not my fault! I didn’t ask her to change you into a bear. I just wanted her to change...you.
(Realizing what Merida has done, Elinor growls at Merida in anger and paces around in frustration as if telling Merida off)
Merida: There’s no point in having a go at me! The witch is to blame! Goodly old hag. Eyes all over the place. Unbelievable! I’ll get her to fix this. Why do I always get blamed for everything, it is just not fair.

(00:40:39 – 00:41:40)

The dialogue above shows that Merida is hasty. Unlike other Disney princesses who always thinks happiness for people around her, Merida just wants to reach her own destiny although she should facing toward her mother. That is why, Merida just feel lucky without thinks twice when she meets a witch who can give her a cake with spell to change her mother. After her mother eat the cake and change into a bear, she admit to her mother that she gets that cake from the witch in the forest but she does not want to be blame for it. She assure the witch is the one who should be blame for what happen to her mother.

Although the witch ask Merida one more time, but she still believes that the witch is a savior who can help her to change her mother. Then, she gets a cake which is made from the spell of the witch. She does not ask the consequences of what will happen if her mom eats the cake because she only thinks that this cake will change her mother and her fate. She comes back to the kingdom bringing the cake, then she gives the cake to her mother, thinking that it will change her thoughts.

Another characteristics appears when she comes back to the Kingdom and talks in front of all visitors about her betrothal day. She makes unbelievable
decision that makes her looks firm. While others princess in Disney films identically obedient, *Brave* film illustrates Merida as different princess through this characteristics.

![Picture 2.3](image1) ![Picture 2.4](image2)

(Merida and Elinor sneak back into the castle and as they peak into the Great Hall they see that Fergus and the lords are fighting again, Merida tries to stop them and walks into the middle of the room and tells them the story of the ancient kingdom and the selfish prince)

*Merida:* Yours was an alliance forged in bravery and friendship and it lives to this day. I’ve been selfish. I tore a great rift in our kingdom. There’s no one to blame but me. And I know now that I need to amend my mistake and mend our bond. And so, there is the matter of my betrothal. I decided to do what’s right, and... (as she looks around the room she notices Elinor in the background trying to stop her) And...and break tradition.

(She looks over at Elinor, who is miming what Merida should say)

*Merida:* My mother, the queen, feels...uh, in her heart, that I...that we be free to...write our own story. Follow our hearts, and find love in our time.

(The lords are all now crying)

*Lord Dingwall:* Beautiful.

*Merida:* The queen and I put the decision to you my lords. Might our young people decide for themselves who they will love?

(01:07:15 – 01:07:54)

From the conversation above, Merida obviously opposes to engage with all suitors which chose by Queen Elinor. She does not changes her mind about arrange marriage even her mother turn into a bear. At first, she is afraid to talk
about it because all visitors does not show good response but her mother leads her
to say what she wants to say. Merida becomes confident and success to attract
visitor’s attention. In the dialogue above, she is not only tells that she knows what
is right for her and all the suitors but also tells that she wants to break the
tradition.

Everyone who gathers there, they seems astonish of her statement. Hence,
Merida conveys her mother decision about freedom to follow our own heart, find
love on our time and write our own story. This situation is never happened in
previous Disney films. There is no Disney princess like Merida who is brave
enough to break the tradition of arrange marriage as a princess. A princess in this
film undisputable knows what she wants in her life and tries hard to make it
happens by herself.

Until the end of the film, Merida success to release her mother from the curse
by herself. She also success to cancel her engagement and to fix her relationship
with her mother.

*Picture 2.7*  *Picture 2.8*

*(Elinor, Merida and Fergus are bidding the lords farewell)*
**Merida:** There are those who say fate is something beyond our command, that destiny is not our own, but I know better. Our fate lives within us. You just have to be brave enough to see it.  

(01:23:58 – 01:24:38)

In the end of this film, all of the clans are ready to come back to their own kingdom. Merida and her parents waves them off as farewell. Merida did not choose someone as her betrothal, unlike the ending of the previous Disney princess story which always presented marriage as a happy ending of the story. Her happy ending is rides off through the forest with Queen Elinor. She is not only changes her mother but also changes her fate. She gets a freedom and she can be what she wants to be.

After analyzing the representation of Merida as main character in *Brave* film, the writer indicates this film represent Merida as the opposite of princess stereotypes which is constructed in previous Disney film. Firstly, her physical appearances which is made Merida does not looks feminine as a princess; her long curly hair has red color and her round face has pale skin with light freckle, this appearances make her looks messy. Moreover, she wears dark green dress and brings an arrow on her back that does not make her looks slim or sexy like ideal type of princess which is presented in previous Disney films.

Secondly, the characteristics that appears in Merida is contrary from Disney princess stereotypes. In previous Disney film, the princess is portrayed as weaker, helpless, passive, affectionate, domestics and likely to marry. However, Merida in this film depicts as brave, boyish, rebellious, hasty and firm. Therefore, the writer
argues that *Brave* film tries to reconstruct images and perspective of a princess in animated film.

**B. The Ideologies of Brave film**

From the representation Merida, it clearly shows that she is represented as a princess who has bravery in herself, has hobbies which make her looks manly, has her own destiny that make her becomes rebellious and firm. The different characterization that represented in the film will breaks negative stereotypes which constructed by Disney princess in previous Disney films.

*Brave* film represents a princess in different ways. This film represented Merida as princess who has desire to control her own destiny. In the beginning of the film, Merida’s monologue explains how princess should behave.

> Some say our destiny is tied to the land, as much a part of us as we are of it. Others say fate is woven together like a cloth, so that one’s destiny intertwines with many others. It’s the one thing we search for, or fight to change. Some never find it. But there are some who are led.

> The story of how my father lost a leg to the demon bear Mor’du became a legend. I became a sister with 3 new brothers, the princes Hamish, Hubert, and Harris. Wee devils more like. They get away with murder. I can never get away from anything!

> I’m the princess. I’m the example. I’ve got duties, responsibilities, expectations. My whole life is planned out, for the day I become, well, my mother! She’s in charge of every single day of my life.

(00:04:28 – 00:05:52)

That monologue explains to us how the princess’ life and Queen Elinor still to do that to Merida. Her mother wants Merida behave like a princess in generally. However, Merida in this film represent princess who breaks all of that rules. The writer concludes it from the monologue below
But every once in a while, there’s a day when I don’t have to be a princess. No lessons, no expectations. A day when anything can happen. A day I can change my fate.

(00:06:53 – 00:08:55)

There are those who say fate is something beyond our command, that destiny is not our own, but I know better. Our fate lives within us. You just have to be brave enough to see it.

(01:23:58 – 01:24:38)

Those monologue shows us that Brave wants to tell about the story of how princess Merida struggle to get her freedom to control her own destiny and to change her fate as a princess by against Queen Elinor as her mother. Through presenting Merida as a princess, the film tries to break Disney princess stereotypes.

From those evidences, the writer argues that Brave film attempts to build a different perception to the image of Disney princess that have been built over the years. The film tries to fix a few crucial missing pieces in Disney films by creating Merida. The director of this film wants give young girls and women a better, stronger role model, a more attainable role model, something of substance, not just a pretty face that waits around for romance” 27

Unlike other Disney princess films which is produced by Walt Disney Animation Studio and released by Walt Disney Pictures, Brave film is produced by Pixar Animation Studio and released by Walt Disney Pictures. This is the first Pixar film starring a female protagonist, the first Pixar film with fantasy feel and

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27 Brave directors criticizes Disney’s ‘sexualized’ Princess Merida redesign
the first Pixar film set in the past.\textsuperscript{28} This is also the first time for Disney to produce Disney princess film with another studio.\textsuperscript{29}

Pixar is known and is loved for a whole raft of cinema-smashers including Toy Story, Monster Inc, Finding Nemo and The Incredible. With \textit{Brave} film, Pixar breaks out of its norm and ventures into unexplored territory, takes the story in a direction they have never headed before.\textsuperscript{30} While Disney is all about taking fairytales, books and stories that already exist and making new, magical versions of them. Disney is unbeatable at fairytales. According to Glen Keane, there are differences between Pixar and Disney. If you reduced Pixar to a phrase it would be: ‘Wouldn’t it be cool if?’ like if a kid was looking at their toy: What if the toy could talk? All their films are like this. If you reduced the Disney films it would be: ‘once upon a time…’.\textsuperscript{31} By producing \textit{Brave} film with Pixar, Disney creates new concept of Disney princess.

As a result, the description of female character in \textit{Brave} film represent as a princess who has different characteristics with previous Disney princess in Disney films. She is represented as brave and rebellious princess. As well as, the ideology behind the representation of Merida as a princess which intends to build new perception of the image of Disney princess influenced by Pixar Animation Studio and Walt Disney Pictures who works together.

\textsuperscript{28} Why Pixar’s ‘Brave’ is Different From Any Films They’ve Created Before, http://teamlocals.co.uk/pixar-brave/ accessed on 13 May 2016
\textsuperscript{29} Walt Disney Pictures https://id.wikipedia.org/wiki/Walt_Disney_Pictures accessed on 22 August 2016
\textsuperscript{30} Op.cit
\textsuperscript{31} The Differences Between Disney and Pixar
CHAPTER IV

CONCLUSIONS AND SUGGESTIONS

A. Conclusion

This research analyzes the representation of princess in Brave film which produced by Pixar Animation Studio and released by Walt Disney Pictures using representation theory to explain how Merida represent as a princess in *Brave* film. In addition, the writer uses ideology concept to reveal the ideology of this film through Merida’s representation.

Walt Disney has produced some films about princess that construct stereotypes for the viewers. Disney princess has identically been showed to have characteristics of weak, helpless, passive, affectionate, domestics and likely to marry. Moreover, the story of Disney princess film often begins with the conflict of the princess and the witch, then ends with marriage as a symbol of a happy ending.

In *Brave* film, Merida appears as a princess who has different characteristics, such as brave, boyish, rebellious, hasty and firm. She also has different storyline compared to previous Disney princesses where she does not get curse from the witch, but rather asks for help to change her mother and her fate. Besides that, the ending of *Brave* film does not display marriage as a symbol of a happy ending.

From the representation of Merida in this film, the writer finds that film cannot be separated from the company who produce it. Characters that appears in
film does not only depend on the director or scriptwriter, but also depend on which company which produce the film. Factors of production strongly effects ideology that contains in the film. In conclusion, *Brave* film success to build a different perception to the image of Disney princess by creating Merida as better and stronger role model to young girls or women.

**B. Suggestions**

This research is analyzing Merida, the main character of *Brave* film, using representation theory and ideology concept. This film has other characters who can be analyzed with other theories or concepts. Thus, the writer advices other researchers to analyze Queen Elinor, Merida’s mother, who has strong influence in this film or to analyze Merida using another approach or theory. The writer hopes that this research can give more contribution to the students of English Letters or students of other universities who want to analyze film using representation theory.
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Film
