

**THE PORTRAYAL OF GENDER STEREOTYPES IN THE
FILM *FERDINAND* (2017)**

A Thesis

**Submitted in Partial Fulfillment of the Requirements for the Sarjana Sastra
(S.S.)**



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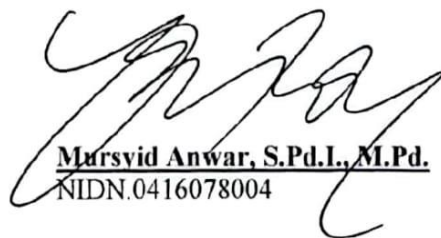
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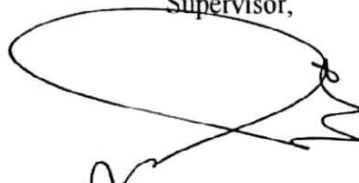
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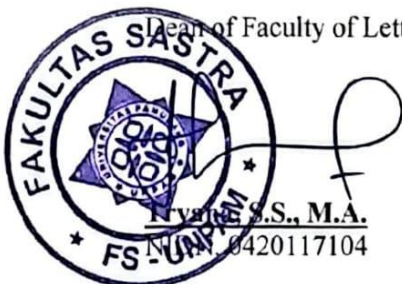
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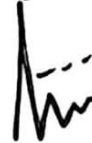
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PREFACE

This study was conducted to fulfill the partial requirements for obtaining the Sarjana Sastra (S.S.) degree in the English Literature Department, Faculty of Letters, Universitas Pamulang. The title of this study is “*The Portrayal of Gender Stereotypes in the Film Ferdinand (2017)*”. This study focuses on the issue of gender stereotypes as represented through the characters in the film *Ferdinand* (2017). The film shows clear differences in how characters are expected to behave based on gender, particularly through actions, attitudes, and roles that reflect traditional gender expectations. The analysis presented in this thesis examines how these gender stereotypes are portrayed throughout the film.

The writer realizes that this study is still far from perfect. Therefore, the writer sincerely accepts any criticism, suggestions, and feedback related to this research. Suggestions from readers are expected to help improve future studies. Hopefully, this study can be useful as a reference for other researchers and can contribute to a better understanding of gender stereotypes, especially those represented in films.

Tangerang Selatan, February 2026

Nur Herlinda Putri

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Tangerang Selatan, February 2026

Nur Herlinda Putri

ABSTRACT

The purpose of this study is to analyze the portrayal of gender stereotypes in the animated film *Ferdinand* (2017) directed by Carlos Saldanha. This study employs a qualitative research method, in which the data are analyzed through selected scenes, dialogues, and visual elements found in the film. Judith Butler's (1999) theory of gender performativity is used as the main theoretical framework to examine how masculinity is constructed and performed by the characters. The findings reveal that masculinity in the film is largely represented through expectations of physical strength, aggression, dominance, and violence, which are treated as ideal masculine traits within the social setting of the film. These expectations create strong pressure for male characters to conform to a rigid masculine standard in order to gain acceptance and survival. However, the film also presents resistance to these gender stereotypes through the main character, Ferdinand, who consistently rejects violence and chooses empathy, compassion, and peaceful actions instead. Through this contrast, the film demonstrates that gender stereotypes are socially constructed rather than natural, and it shows that alternative forms of masculinity can exist and be meaningful. Thus, the film *Ferdinand* (2017) offers a critical perspective on gender stereotypes by highlighting the possibility of challenging dominant masculine norms through individual choices and actions.

Keywords: film analysis, gender performativity, gender stereotypes, masculinity

ABSTRAK

Penelitian ini bertujuan untuk menganalisis penggambaran stereotip gender dalam film animasi Ferdinand (2017) yang disutradarai oleh Carlos Saldanha. Penelitian ini menggunakan metode kualitatif dengan data yang dianalisis berupa adegan, dialog, dan unsur visual yang terdapat dalam film. Teori performativitas gender dari Judith Butler (1999) digunakan sebagai kerangka teori utama untuk memahami bagaimana maskulinitas dibentuk dan ditampilkan oleh para tokoh. Hasil penelitian menunjukkan bahwa maskulinitas dalam film direpresentasikan melalui tuntutan akan kekuatan fisik, agresivitas, dominasi, dan kekerasan yang dianggap sebagai standar maskulin yang ideal. Tuntutan tersebut menciptakan tekanan sosial yang kuat bagi tokoh-tokoh laki-laki untuk menyesuaikan diri dengan norma maskulinitas yang kaku demi mendapatkan penerimaan dan keberlangsungan hidup. Namun demikian, film ini juga menampilkan bentuk perlawanan terhadap stereotip tersebut melalui tokoh utama, Ferdinand, yang menolak kekerasan dan memilih empati, kepedulian, serta tindakan damai. Melalui penggambaran ini, film Ferdinand (2017) menunjukkan bahwa stereotip gender bukanlah sesuatu yang bersifat tetap, melainkan dapat dipertanyakan dan ditantang melalui tindakan dan pilihan yang berbeda.

Kata kunci: *analisis film, maskulinitas, performativitas gender, stereotip gender*

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