Disney Frozen: Challenging the Traditional Gender Roles of Disney Princesses

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Abstrak

Gender roles atau peran gender dalam masyarakat berarti bagaimana kita diharapkan untuk bertindak, berbicara, berpakaian, merawat diri, dan berperilaku berdasarkan jenis kelamin kita. Misalnya, anak perempuan dan wanita pada umumnya diharapkan berpakaian dengan cara yang khas feminin dan bersikap sopan, akomodatif, dan mengasuh. Pria umumnya diharapkan menjadi kuat, agresif dan berani. Setiap masyarakat, kelompok etnis, dan budaya memiliki ekspektasi peran gender, tetapi mereka bisa sangat berbeda dari kelompok ke kelompok. mereka juga dapat berubah dalam masyarakat yang sama dari waktu ke waktu. *Frozen* adalah film fantasi musical animasi computer 3D Amerika yang diproduksi oleh Walt Disney Animation Studios dan dirilis oleh Walt Disney Pictures. Film fitur animasi Disney ke-53, terinspirasi oleh dongeng Hans Christian Andersen "The Snow Queen". Menceritakan tentang seorang putri yang tak kenal takut bernama Anna yang melakukan perjalanan bersama tukang es yang kasar, rusa yang setia dan manusia salju yang naif untuk menemukan saudara perempuannya Elsa yang terasing, yang kekuatan esnya secara tidak sengaja telah menjebak kerajaan mereka di musim dingin yang abadi. Penelitian ini bertujuan untuk mengetahui bagaimana Disney Frozen menantang peran gender tradisional Putri Disney dan bagaimana reaksi masyarakat dalam film yang melihat bagaimana Disney menantang peran gender tradisional yang digambarkan lewat kedua pemeran utama wanitanya, menggunakan konsep tiga gelombang feminisme. Hasil penelitian menunjukkan bahwa tantangan yang dilakukan Disney ini terlihat dari bagaimana kedua karakter utama perempuannya sangat berbeda dengan karakter Putri Disney yang terdahulu. Reaksi yang ditunjukka masyarakat didalam film pun muncul karena melihat karakter putri yang berbeda tersebut.

Kata Kunci: peran gender, feminisme, nilai sosial

Abstract

Society's expectations of how we should act, speak, dress, take care of ourselves, and behave are known as gender roles. For instance, it is expected of girls and women in general to behave politely, be accommodating, and be caring. Men are typically thought to be powerful, aggressive, and brave. Gender expectations exist in every civilization, ethnic group, and culture, albeit they might differ greatly from group to group. They might alter over time even within the same society The 3D computer-animated musical fantasy movie Frozen was created in the United States and distributed by Walt Disney Pictures. The Hans Christian Andersen fairy tale "The Snow Queen" served as the basis for this 53rd Disney animated feature film. tells the tale of a brave princess named Anna who sets out to locate her estranged sister Elsa, whose ice abilities unintentionally plunged their kingdom into an endless winter, along with a gruff iceman, devoted reindeer, and gullible snowman. By utilizing the idea of the three waves of feminism, this study tries to understand how Disney's Frozen challenges both the established gender roles of Disney Princesses and the society's perception of those of the main female characters. The study's findings demonstrate that Disney's difficulties are evident in their two primary female characters, who differ from the previous Disney Princesses. The way the society reacted to the Princess characters' differences was also depicted in the movie.

Keywords: gender roles, feminism, social value

INTRODUCTION

The majority of literary studies at the start of the twenty-first century are focused on visual media. The number of movies made each year, of course, was what led to this transformation. It is obvious that studying movies must be a part of literature education. The movie is acknowledged as a medium that reaches an incredibly broad audience and has a big impact on how people think about the world and create social norms, helping to shape human reality and socialization (Kayaolu, 2016). It follows that it is clear that movies have a big impact on

society. Film plays the "carrier of culture" role, among other things. Furthermore, because of its strong capacity for communicating narratives, film shares the function of storytelling in a similar way to literature. Literature claims that the necessity for storytelling in society leads to the creation of films, which have an aesthetic structure (Kayaolu, 2016).

Frozen is one of the literary works that were. It is a 2013 3D animated movie that Walt Disney Animation Studios created and that Walt Disney Pictures released to theaters on November 27, 2013. Chris Buck and Jennifer Lee, who was directing her first-ever feature film, created Frozen. An American film director, animator, and screenwriter with the name of Christopher James Buck. Additionally, Jennifer Lee is the chief creative officer of Walt Disney Animation Studios and an American screenwriter and filmmaker. This film, the 53rd animated production from Walt Disney Animated Classics, is based on The Snow Queen, a fairy tale by Hans Christian Andersen. The voices in this movie are provided by Kristen Bell, Idina Menzel, Jonathan Groff, Josh Gad, and Santino Fontana. The movie follows a heroic Princess Anna who, after plunging their realm Arendelle into an endless winter, sets out on a perilous journey with a mountain man to retrieve her banished sister Elsa.This film achieved huge success and won an Oscar for Best Animated Feature in 2014.

Elsa and Anna are the two main female characters in the Disney film Frozen. The elder sister and first in line for the throne of Arendelle is Elsa (voiced by Idina Menzel). Elsa appears composed, regal, and quiet from the outside, but she actually lives in fear as she struggles with the enormous secret that she was born with the ability to make ice and snow. Although it is a lovely ability, it is also very risky. Elsa spent all of her waking hours attempting to control her burgeoning magical abilities because she was haunted by the moment when her magic almost murdered her younger sister, Anna. As her feelings intensify, they mistakenly cause the magic to cast an unending winter that she is powerless to stop. She worries that no one, not even her sister, can save her from turning into a monster. Anna is the second female character (Kristen Bell provides the voice). Second in line to the throne and three years Elsa's junior is Anna. Anna is occasionally impulsive and more adventurous than graceful. She is, nevertheless, also the most upbeat and compassionate person you will ever meet. She misses her sister Elsa, with whom she shared a close relationship when they were little. Anna sets out on a perilous mission to put things right when Elsa unintentionally releases a magical secret that traps the realm of Arendelle in an endless winter. Anna is resolved to save both her kingdom and her family with nothing but her fearlessness, a never-

give-up attitude, and her faith in other people (Garabedian, 2014).

The various expectations that people, groups, and civilizations have of people based on their sex as well as each society's values and ideas about gender constitute the foundation of gender roles. Gender roles provide indications about the kind of behavior that are thought to be proper for each sex and are the result of interactions between people and their settings. The views of a culture on the differences between the sexes define appropriate gender roles. Comprehending the word "gender roles" necessitates comprehending the sociological term "gender," which is frequently used interchangeably with the term "sex." Gender and sex are distinct ideas. Sex is a biological concept that is based on an individual's dominant sex traits.

There have been some earlier studies on the subject. The first is Larisa Arnold's Hegemony and Gender Stereotypes in the Classic Disney Film Snow White and the Seven Dwarves from 2014. The second is the 2012 Disney Pixar film Brave's transformation of modern Disney princesses. The final one is Joyce Zhao's 2015 essay, "Feminism on the Disney Movie." So, the Disney Frozen movie's introduction, the fundamental plot, and the challenges are some of the reasons why this study became interesting to explore since we will learn about the film study through this study that depicts gender roles and conventional gender roles. I hope the reader will recognize how important it is to study about film studies, the background of the Disney Princess movies, and how gender roles are portrayed in them.

METHOD

The information is taken from the movie, online sources, book reviews, and analysis of various movie sequences. The information was gathered from the Disney film Frozen. It is a 2013 3D animated movie that Walt Disney Animation Studios created and that Walt Disney Pictures released to theaters on November 27, 2013. Chris Buck and Jennifer Lee, who was directing her first-ever feature film, created Frozen.This study will analyze several scenes of the main female characters, and their actions based on the movie. Scenes, actions, and statements that are concerning the gender roles of Disney Princesses will be used to answer the research questions. Each part of the data is the evidence and justification during the analysis process.

The research of this study is the analysis of the gender roles of Disney Princesses. This study focuses on how Disney Frozen challenging the traditional gender roles of Disney Princess and the reaction of the society's towards the female characters that Disney challenging. Later in the discussion of the problem, several theories will be applied

to analyze the case. The concept of the Three waves of feminism will be explained in chapter two, in unification with the understanding of traditional gender roles.

Three waves of feminism

The second part of the 19th century saw the beginning of the first of three waves in the women's liberation movement. The fundamental goals of the feminist movement are to upend the status quo, alter ingrained prejudices against women rooted in patriarchal ideology, and raise the social standing of women. In The Second Sex, Simone de Beauvoir writes, "One is not born a woman, but becomes one." (de Beauvoir, 1949). Women have historically been oppressed since they are considered a subordinate sex. Their admirable qualities include beauty, intelligence, and obedience. In other words, women are not naturally "women"; rather, the culture in which they live compels them to do so. woman in patriarchal countries are constrained and defined in a variety of ways, becoming the ideal woman that males want them to be. Women are therefore frequently described as being "vulnerable, protected, dependent, wise, and at home."

The emancipation of women or the equality and justice of rights with men are the main goals of the women's movement known as feminism. The term "feminist" first appeared in the 1890s to describe the movement for women's rights as well as the philosophy of gender equality. The feminism theory, according to Beasley, advocates for the equality of women's rights in political, economic, and social affairs, which involves planning women's actions in their best interests (Barbara, 1999). In this case, the new era of feminism began and brought up some views and characteristics of the feminist. The First Wave came at the end of 1920 which focused on equal political rights for women. In this case, women demand their right to vote in political policy (Rudloff, 2016). While the Second Wave of feminism was centered on social issues. At this time, women wanted an equal position in entering the workforce diversity and receiving equal pay, and the reproductive issues about birth control (Lazar, 2005). Because, in this era, many issues about abortion and birth control rights. The Third Wave of feminism began in the 1990s as to response to Second Wave feminism (Morrison, 2014). This wave focused on social issues for a woman's rights but in this case, the stress is to choose the traditional role for a woman as a housewife.

Gender Roles

A set of social and behavioral conventions known as "gender roles" is generally accepted to represent what is suitable for men and women to do in a social or interpersonal setting. Due to the effect of cultural, social, and psychological factors, these positions vary widely (Larson, 2013). For this reason, gender roles are never universal. It is important to understand that environmental conditions and socialization between genders and cultures can influence learning how to appropriately behave. Males are generally expected to be masculine, assertive, and competitive while females are expected to be passive, sensitive, and supportive. Each person's culture encompasses different behavioral expectations (Burgess, 1994).

The various expectations that people, groups, and civilizations have of people based on their sex as well as each society's values and ideas about gender constitute the foundation of gender roles. Gender roles are the result of interactions between people and their settings, and they serve as indicators for people regarding the types of behaviors that are thought to be proper for each sex. According to a society's perceptions of gender differences, appropriate gender roles are established (Blackstone, 2003). The feminist perspective points out that gender roles are not simply ideas about appropriate behavior for males and females but are also linked to the different levels of power that males and females hold in society (Blackstone, 2003).

Traditional Gender Roles of Dinsey Princesses

Gender roles for both men and women are emphasized heavily in Disney movies. The representation of female characters has seen the biggest transition in Disney's history. At least one of three categories can be used to define how women are portrayed and their gender roles. One is that Disney princesses are traditionally portrayed as domestic damsels-in-distress. Snow White, Cinderella, and Sleeping Beauty are good examples of this. Another representation emerged that changed the roles of female characters to reflect their ambition and rebelliousness.This picture can be seen through the characters of Ariel, Mulan, and Rapunzel. Lastly, a final shift has taken place and the female characters are portrayed as independent and free-spirited. This type of depiction can be seen through Merida, Anna, and Elsa (Barber, 2015). These different types of portrayals of women through the various films can be seen lining up with the cultural aspects of what was happening around that same time frame. The social expectations and standards for female gender roles have changed and evolved over time. With that, the media becomes a visual representation of those social norms that are expected in the surrounding culture and society (Barber, 2015).

From 1937 until 1959, the domestic Disney era, the typical gender roles of Disney Princesses were in place. Snow White, a 1937 Disney Princess movie, was the

first to depict conventional gender roles. The Disney tradition of a domestic lady becoming a damsel in distress and depending on a prince to rescue her was started by Snow White. Snow White is not at all phased by the household tasks that viewers might observe her performing. Dishwashing, cooking, cleaning, and acting as a mother figure for those seven dwarfs are among these responsibilities. The roles that Snow White was portraying were only to reinforce the expectations of women being homemakers, especially during the post-Great Depression Era. Snow White could have been a story about a young girl making her discoveries of who she is, but instead creates a representation to other women and young girls the idea of domesticity (Garabedian, 2014).

Social Values in Society

Social values are the generally unwritten, unspoken laws that are seen to define what is and is not appropriate behavior within a certain group or society, hence influencing how people behave. They are made up of the things we do, the things we imagine others are doing, and the things we think people are expecting of us. Social values are consequently found where conduct, beliefs, and expectations interact. Social benefits (sometimes referred to as "rewards") and social penalties (often referred to as "punishments") for adhering to the standard are used to maintain social ideals from an early age, frequently beginning in infancy. If people conform to the norm, they expect to be socially accepted or rewarded; if they do not conform, they expect to be socially punished or excluded. A social norm exists when individuals practice a behavior because they believe that others like them or in their community practice the behavior (descriptive norms), or because they believe that those who matter to them approve of them practicing the behavior (injunctive norm) (Blackstone, 2003).

Social ideals may have positive or negative effects on people's wellbeing. They play a crucial role in the creation and upkeep of social order in society. Therefore, social values are important because they connect together groups and cultures and encourage group behaviour. However, there are occasions when the social order and community standards that are upheld can promote unequal power relations and result in discrimination, as well as socioeconomic and gender disparities. Understanding social values and the role they play in influencing behaviors matters because it enables us to inform social and behavior change interventions that go beyond individual-level activities and spark collective-level change by addressing deeply rooted norms. This increases the likelihood of making lasting positive change (Blackstone, 2003).

RESULTS AND DISCUSSION

This section contains the analysis of the study that descrbes the collected data to support with theory and concept. After the statement poblem in the chapter one before, this part is presented to elaborate the two poblems in this thesis. The irst problem is about Disney rozen challenges the traditional gender roles of Disney Princesses. The second one is the society reaction towards the main female characters who portrayed the gender roles that Disney challenging.

The Way Disney Frozen Challenges the Traditional Gender Roles of Disney Princesses.

The various expectations that people, groups, and civilizations have of people based on their sex as well as each society's values and ideas about gender constitute the foundation of gender roles. Gender roles provide indications about the kind of behavior that are thought to be proper for each sex and are the result of interactions between people and their settings. The views of a culture on the differences between the sexes define appropriate gender roles. Gender is a sociological concept that is frequently confused with sex, therefore knowing it is necessary to comprehend the concept of "gender roles." Sex and gender are different concepts. Sex is a biological concept, determined based on individuals' primary sex characteristics. Gender, on the other hand, refers to the meanings, values, and characteristics that people ascribe to different sexes. In other words, gender is a concept that humans create socially, through their interactions with one another and their environments, yet it relies heavily upon biological differences between males and females. Because humans create the concept of gender socially, gender is referred to as a social construction. The social construction of gender is demonstrated by the fact that individuals, groups, and societies ascribe particular traits, statuses, or values to individuals purely because of their sex, yet these ascriptions differ across societies and cultures, and over time within the same society (Blackstone, 2003).

Disney has fought with the public and their audience for many years over claims that they stereotypically portray their characters, particularly female characters. Gender roles and their implications play a significant role in society and can have an impact on how viewers feel themselves in relation to others. The media already exerts significant effect by depicting social norms and expectations (Garnder, 2015). Disney has been around for a long time and appears to still be a leader in the entertainment sector. The culture that surrounds Disney is ever-changing, and going through different challenges with each era. If they are to please audiences from decade to decade, do their values and depictions change to

appease the viewers? In order to determine the significance of the change of Disney, the influences of media and gender roles in general need to be researched and described. Further, if Disney is changing to adapt to the surrounding culture, there must be certain movies or time frames that show a shift and change.

Disney now makes an effort to produce films, like Tangled (2010), Frozen (2013), and Moana (2016), that show princesses who are resilient and self-reliant. Many viewers, especially feminists, applaud this attempt. The majority of feminists view Disney's Tangled, Frozen, and Moana films as a step forward since they champion the autonomous princess trait that most, if not all, of the previous princesses were unable to possess (Khalid, 2015). Ever since their release, these movies keep surprising the audience with the unusual behaviors the princesses demonstrate along the story, and the audience agrees that these are the movies Disney supposes to make and this is how Disney supposes to depict their princesses, instead of being beautiful, waiting for their princes, and hoping for marriage to save their lives, they save other people's lives and do not be selfish of their own desire (Maity, 2014).

Disney launched the film Frozen in 2013, and it questions the conventional gender norms of Disney Princesses. For the first time in Disney history, the film Frozen features two strong female lead characters in Princess Anna and Queen Elsa. Unlike the Disney princesses that came before them, their story focuses on the maturation and expansion of their sisterly bond. Elsa, the queen, believes she must conceal her magical abilities in order to keep her sister Anna safe. Rightfully so, considering that Anna is the thing she loves the most and that she inadvertently hurt her when she was younger. When Queen Elsa has an accident and exposes herself, she runs off into the wilderness causing an eternal winter. Anna selflessly goes and searches for her to tell Elsa that it is okay. This story becomes about the importance of family and sister relationships (Barber, 2015).

It has been established that Disney princess movies frequently adhere to traditional gender roles when portraying men and women. Being a princess is associated with being helpless, meek, submissive to men, obedient, and unable to lead a free life (Whelan, 2012). All of the Disney princesses from the first two eras exhibit stereotypically feminine characteristics including being supportive, emotional, needing assistance or being a victim, timid, tentative, sensitive, caring, affectionate, physically frail, and visually appealing (Collier, 2011). In Disney Frozen films, they challenged the traditional gender roles of Disney princesses. They describe this through the several scenes o their two main female characters, Elsa and Anna. The first analysis of how Disney Frozen challenges traditional Disney Princess

gender roles is explained through their first main female character, Elsa. Below are several scenes that I analyzed to prove the answer to the first problem of the study.

ELSA

Anna, a 5-year-old princess, wakes up her older sister Elsa, an 8-year-old, to play in the majestic palace of Arendelle. Until it was proposed that they construct a snowman, Elsa was sort of pressuring her sister, which she delightedly agreed to. The sisters then enter the throne room of the castle and use Elsa's snow magic to turn the place into a winter wonderland where they can have a lot of fun. Olaf is a snowman Elsa makes, and he enjoys receiving warm hugs. They are so happy playing with snow until Elsa, hits Anna with her powers in an attempt to save her little sister from falling, the royal family journeys to the legendary Valley of the Living Rock to seek the help of trolls who remove the magic from Anna along with her memory of her sister's magic ability. Both sisters are devastated and left alone as a result of Elsa being shunned by everyone, including Anna, in order to keep her safe from the outside world until she can learn to control her powers. Anna tries her hardest to rouse Elsa from her chamber but to no avail. After they travel on a ship that sinks when a storm breaks out and their ship is engulfed by a large monstrous wave, their grief only grows when their parents pass away years later. The following scenes demonstrate the study's initial flaw:

As can be seen from the explanation above, Disney Princess characters from Frozen are unique from those from earlier films. This is evident in Elsa's persona, who was endowed from birth with ice strength. Elsa had to go through a difficult situation even at a young age because she was unable to control her strength. He ultimately had to be kept apart from his sister and alone in his room. This demonstrates Elsa's strength as a lady even at such a young age. Very dissimilar from traditional gender roles, where women are weak and depend on princes for assistance.

The day of Elsa's coronation celebration has come three years later. International dignitaries are in attendance, including the Duke of Weselton, who intends to drain Arendelle's coffers. Nobody is more thrilled than Anna at the opening of the kingdom's gates. Elsa is glad to see other people and hopes to possibly run into that one person, but she is still worried about trying to restrain her abilities. As she strolls out onto the streets, she bumps into a horse that happens to belong to the charming and handsome Prince Hans of the Southern Isles. Though angered at first by the clumsiness of the stranger, Anna is attracted by Hans's appearance and looks once she lays his eyes on him. The coronation goes off without a hitch

despite Elsa's fears of exposing her powers, and she even makes time to connect with her sister at the party.

Anna chases after Elsa as she runs away. Elsa races across the fjord, freezing it with each step but turning the entire body of water into ice and trapping all the ships before spreading throughout the rest of the kingdom as she grows more anxious and stressed because she can't control her power. After failing to find her, Anna and Hans go back to the courtyard of the castle where the visitors have congregated. As it starts to mysteriously snow, the Duke of Weselton panics and declares that something must be done to stop Elsa's curse.

Anna, however, refuses and volunteers to seek out Elsa herself and make things right, feeling that it's her fault for pushing her. With Hans being left in charge of the kingdom, Anna heads off on her horse to begin her search for her sister. Elsa makes it to the North Mountain where she laments her failure at keeping the powers contained but quickly becomes more and more at ease and relaxed, free to use her powers as she pleases (singing the song "Let It Go", creating a snowman (the same one she and Anna built when they were young), an ice castle and ice dress).

According to the explanation above, Elsa, who was endowed with the ability to control ice from birth, had to go through challenging circumstances from the time she was a little kid until she was an adult. When her parents pass away and she becomes the first daughter to take the throne of the Arendelle kingdom, the burden she already carries becomes considerably greater. Elsa exudes a strong sense of independence. Compared to the typical gender role of only doing the housekeeping, this is completely different. Elsa was hesitant to touch anything in her hands on the day of her coronation due to her ice magic. Until the moment he panicked and could not control his power, he accidentally froze the entire kingdom of Arendelle. Then she ran away and exiled herself in the ice mountains then took off her dress and sang her song entitled "Let it go" then used all her strength to release all the burdens and emotions she had been holding back so far.

ANNA

Through the course of the movie, Anna's character frequently rejects traditional gender roles. Disney Princesses are typically portrayed as being meek, kind, obedient, timid, graceful, thin, and lovely. When a bystander exclaims, "I can't wait to see the queen and the princess!," Disney seemed to be acknowledging beauty standards that had been portrayed in its previous movies. I'm sure they're very beautiful," followed by another statement "I bet they are beautiful!" then immediately displaying Anna asleep with messy hair, a strand stuck in her mouth, and a sloppy look on her face. Anna also defies that a woman should be conscious of her weight when she says she wants to "stuff chocolate in her face" before meeting her prince charming. She defies that women should be graceful by saying "I don't know if I'm elated or gassy".

Anna resembles the Disney Princess of a certain age in many ways, as will be discussed in greater detail below. Anna manages to remain upbeat despite years of being avoided by her sisters and overshadowed by the passing of their parents. Disney Princesses have always been known for their optimism, but Anna has evolved beyond this stereotype. The most impulsive Disney Princess, Anna, emphasizes her bravery and endows her with charm. This more awkward portrayal of the princess was first introduced by Rapunzel in Tangled, but Anna takes clumsiness to a whole new level in Frozen. The most intriguing aspect of Anna may be her romantic history. The plot of Frozen is unique in that Anna's initial love interest turns out to be a villain. These aspects make Anna not only a protagonist and an innovative character who is easily accepted, but also an attractive coating for Elsa. While Frozen is defined as a princess film featuring Anna as the protagonist, Elsa's portrayal of the additional princess, and later the queen, makes this film unique to her.

Anna made the decision to search for her sister on her own after Elsa banished herself and established an ice kingdom in the heart of an ice mountain. Hans is left to guard the castle while Anna searches for her sister on her own. The following morning, Anna is spotted riding her horse carefully through knee-deep snow. When Anna's horse is startled by snow falling from a tree, she loses it. She walks until it becomes dark. By the following night, Anna is griping that she wishes Elsa had tropical powers instead of ice powers and is relieved upon finally seeing a building with smoke coming from a chimney. Just then, Anna slips and falls into an ice-cold creek, which freezes her dress stiff. She staggers the rest of the way to the cabin with the chimney, a place known as Wandering Oaken's Trading Post and Sauna, run by its burly owner, Oaken.

Anna enters Oaken's shop hastily. Given that it is meant to be the off-season, Oaken has virtually little winter clothing in store. Anna asks Oaken whether Elsa has been here lately, but he responds that only she is insane enough to be out in this kind of storm. As if by magic, an adult Kristoff stumbles out of the blizzard, snow-covered from head to toe, looking to purchase an axe, rope, and carrots for Sven. Oaken cannot help to notice how tightly wrapped Kristoff is. The North Mountain is currently experiencing a real howler, Kristoff responds. As Anna waits for Oaken to return his attention to her, Kristoff argues with Oaken over the drastic increase in the prices of the items he needs (due to Oaken claiming that there's a supply and demand problem since Kristoff is buying from

the almost-bare shelves of the winter department), which ends with Oaken roughly throwing Kristoff out into the snow after the latter insults Oaken by calling him a "crook".

Sven was the driver as Anna and Kristoff left in the evening. When the topic of Elsa comes up, Anna tells Kristoff what caused Elsa to become ice-dreaded. Kristoff is likewise shocked by Anna's audacity in getting engaged to a man she had just met that day, to the point that he questions her about Hans to find out how she is familiar with him. However, the discussion is cut short when a group of wolves ambushes the sled. At first, Kristoff is hesitant to let Anna help him, but she ends up being helpful and defeating a number of the wolves on her own. There is a moment of panic when the two see a gaping ravine up ahead. Kristoff hurriedly throws Anna onto Sven's back, then, just as they reach the cliff, he uses his knife to cut Sven's harness. Anna and Sven successfully clear the chasm, and Kristoff does, just barely, but his sled falls to the bottom of the ravine and explodes. Kristoff is at first upset that his sled is gone (as he'd just paid it off), but after "arguing" with Sven (which consists of Kristoff speaking his own opinion in his voice and then delivering Sven's "counterargument" in a goofy voice), decides to help Anna keep going, worried about her safety. Anna promises she will replace the sled.

It is clear from the statement and the illustration above that Anna is a courageous and fearless princess. She is joined in her search for her sister by the male character Kristoff, although she doesn't rely on him. If the woman was weak, he didn't show it. Even Anna committed riskier acts than Kristoff. It demonstrates how Disney has questioned the conventional gender norms of its princesses.

Anna shows how Disney Frozen challenges the traditional gender roles of Disney princesses. Anna is someone who is extremely fearless and ventures out to save her sister. She does not wait for a man to rescue Elsa and chooses to go after her alone. Anna stands up for what she believes in and voices her opinion to men in power. She constantly defends her sister against Kristoff and Hans, the two leading male characters, despite their efforts to sway her opinion. She stands up to Hans at the end of the film and shows extreme physical strength by punching him. Anna also displays true heroism when she sacrifices herself to save her sister Elsa. She risks her own life and does not wait for a man to rescue the heroine or herself.

The way Anna is portrayed makes her decisions seem silly and occasionally inept. She makes the decision to search for Elsa on her own, as was previously mentioned. But before she starts going with Kristoff, her trip falls badly at the beginning. After that, the connection with him develops into one of dependency and eventually,

love. After Elsa unintentionally hits her heart with ice, she also seems powerless and need rescuing. Kristoff takes it upon himself to seek out the wisdom of his family to find a solution for her.

These characters represent how the traditional gender roles of Disney Princesses have changed. A combination of masculine and feminine traits displays progress within the Disney Princess franchise. The third era battles gender expectations by making the female strong, powerful, and ambitious (Rome, 2010).

Society's Reaction Towards the Main Female Characters Who Portrayed Gender Roles that Disney Challenging

Frozen's kingdom of "Arendelle" is modeled after the Norwegian town of Arendal, which is situated southwest of Oslo in the region of Agder. However, different structures in Oslo, Bergen, and other Norwegian cities, as well as Naerofjord in western Norway, served as the primary inspiration for Arendelle's landscape. The names of Arundel, an English market town and civil parish in a narrow valley of the South Downs, West Sussex, and Arendelle are similar. The name was spelled 'Arundell' until 1733 when the final l was dropped. Arundel is home to Arundel Castle, the seat of the Duke of Norfolk; and to Arundel Cathedral, the seat of the (Catholic) Bishop of Arundel and Brighton. In Norwegian, 'Aren' is possibly derived from 'ørn', which means "eagle", and 'delle' is derived from 'dal', which means "valley". Thus, the literal translation of Arendelle is "eagle valley".

The societal norms surrounding Disney's Frozen (Buck, & Lee, 2013) include the evolution of feminism and gender roles, where viewers now anticipate an equally active role for both genders in movies, as well as the tradition of the genre. There are three cycles of Disney princess films, each of which reflects a different cultural era, as was already mentioned. according to a piece of writing named Happily Ever After? Disney Princess Films: A Content Analysis of Romantic Ideals (Hefner, 2017), the first cycle in the genre contains princesses who are passive and good, such as Snow White, the next cycle with Ariel, Mulan, and the others, is made of princesses who seek alternative paths ad independence, while the third cycle that *Frozen* belongs to, no longer aligns themselves to these roles, and no longer defines themselves about finding a man. These differences from cycle to cycle occur with the changing ideals and values of the time. The themes of feminism and overcoming gender stereotypes are prevalent in the third cycle of films. These themes are effective in today's society because they cause viewers to reconsider the motivations behind particular behaviors, such as why Disney Princesses like Snow White dream only of finding their true love. People have

criticized past Disney movies as a result of these concepts. In addition, the requirement to produce fresh, contemporary content for the genre in order to maintain it contemporary (McWilliam, 2009) has resulted in the creation of social and cultural perspectives that may be observed within the current cycle of Disney princess movies. The cultural and moral values of the modern world which surround Disney's *Frozen*, are those of dismissing outdated ideas of gender roles, which has also created a critique of classic Disney princess films, adding to the culture of the modern time.

As soon as she comes to this insight, she melts the ice and snow, bringing summer back to the kingdom. In our current day, Frozen exposes certain gender roles-related worries held by Americans. Jeffrey Jerome Cohen contends in "Monster Culture (Seven Theses)" that monsters represent the concerns that societies reveal at a certain historical juncture. What is the movie Frozen's cultural significance? This movie is important to culture for two reasons. The most evident is that people are frequently not who they seem to be: Elsa appears to be a monster, but upon closer inspection, the real villain is society and the pressure it puts on Elsa to become into a person she is not. On an even bigger level, the film also reveals cultural hopes of changing gender roles. In the film, the moment Elsa revealed she had a specific power, Hans was immediately threatened by this and attempts to undermine and control her power. *Frozen* challenges our views of who the monster really is and challenges our views on gender roles in society.

CONCLUSION

The researcher draws the conclusion for the first research question that Elsa's characters continue to demonstrate how Disney disrupts established gender stereotypes through their representation of the female character in light of the findings of this study and the discussion in the previous chapter. Due to her ice power, which she believes can damage others, and her fear of how other people will view her because of it, Elsa has a rather timid personality. She can, however, overcome her own fear. Elsa always strives to make decisions based on reason. Elsa is also a closed person. On the other hand, Anna has a brave character, is optimistic, does not give up easily, is willing to admit mistakes, and is responsible for what she has done. In this study, the researcher only focuses on the characters Anna and Elsa.

The way Disney Frozen questions conventional gender roles has an impact on how society responds as it is shown in the movie. The locals appear to be wary of Elsa because she possesses ice magic. Elsa ultimately made the decision to live alone and create her own kingdom in the heart of the ice mountains. The locals were concerned and taken aback by Anna's bravery and daring as she prepared to depart to search for Elsa on her own in the midst of an ice storm. Finally, Disney Frozen shows how Disney challenges the traditional gender roles of Disney Princesses through their main female characters portrayed through the scenes in the film.

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