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INFLUENCE OF GENDER PORTRAYAL IN DISNEY CARTOONS ON YOUNG FEMALE AUDIENCES

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Abstract

Gender roles are built on different prospects that individuals, groups, and societies have of individuals based on their sex as well as each society's values and principles about gender. Gender roles are the product of the interactions between individuals and their environments, and they give individuals cues about what sort of behaviour is believed to be appropriate for what sex. However, there are some problems in this research. To name a few, females are greatly underrepresented in cartoons, often greatly stereotyped as damsels in distress that need a prince charming to save them and the mentality that women are weaker than men, dependent, beautiful which attracts male as a sex object. The researchers used a qualitative research method. The researchers agreed to do an interview with young female informants in order to identify the influence of gender portrayal in Disney cartoons and how their perception is shaped. To sum up, the researchers found that some of Disney's princess described that females should not follow out there in real life. Disney Princesses have grown into many different storylines and characteristics, it shows they are the type that kids should follow and how a female should be. Lastly, all informants are well aware of how females are depicted in Disney movies and that it is a growing problem that needs to be attended to.

Keynote: gender roles, Disney princesses & cultivation theory

INTRODUCTION

From an infant to adults, some of them are still searching for themselves. We were all born either boy or girl but not everyone knows who they are meant to be because of stereotyped gender roles. Gender roles are built on different prospects that individuals, groups, and societies have of individuals based on their sex and based on each society's values and principles about gender. Gender roles are the product of the interactions between individuals and their environments, and they give individuals cues about what sort of behaviour is believed to be appropriate for what sex (Blackstone, 2003).

Gender portrayal in Disney movies can be characterized into three main eras. The first era being princesses such as Snow White, Cinderella and Aurora. These Disney princesses share the same features like gentle, soft-spoken, dutiful and beautiful. They also show the least amount of independence, are dependent on the male characters to achieve their dreams and have lack of power. In the second era, the characters are more independent but they struggle to achieve their dreams, and they show some power or control in their characters such as seen in characters Ariel, Belle, Pocahontas and Mulan. Meanwhile, the female characters still regain gender stereotype because at the end of the movie, they do not make the final rescue without the involvement from a male character. The final era is of princesses Tiana, Rapunzel, Merida, and Anna and Elsa. These characters show that they are independent, and are not portrayed as being gracious and gentle, unlike the first generation of Disney character. They are brave, and pursue their dreams with minimum help from the male characters (Azmi, 2016).

The characteristics of interest in this study include traditionally masculine examples such as athletic, and brave as well traditionally feminine ones like helpful, and cherishing characteristics shown by the prince and princess characters through their behaviours and actions. Moreover, these films contain cinematic rescue scenes which were observed for the role each character played whether the character was rescued or performed the rescue. The constructivist approach and cultivation theory suggest that the gender role portrayals present in the films may affect children's principles and thoughts about gender, social behaviours, and standards (Martin, 2002).

LITERATURE REVIEW

The portrayal of Disney Princesses is able to influence perception on how females should act in real life.

It is easy to get the source of Disney Princesses and to the stay connected with it by mediated source like television. However, researches McGhee and Fruch stated that heavy television viewers may play a role towards people's knowledge and understanding of behaviours on how

they should present themselves to other people especially the different characteristics that relates to males and females. People get information about gender roles and other beliefs or values from media sources. These sources are reinforced in the United States' through the form of children's media, children's literature, and mythical figures. In other words, people make sense of their identity, surroundings, and behaviours through popular movies, fairy tales, and stories. Other than entertaining people, television also manages to influence viewer attitudes and perceptions, identities and relationships and blurring the lines between reality and fantasy (Palmer, 2013). People who are very obsessed on watching television can simply believe what has been shown on television and sometimes compare themselves to the characters on the television show and the life that they portray. Bright colours, dresses, playing with dolls and tea parties are represent as a girl. Meanwhile, play with tools, sports and video games are pictured as a boy.

In Disney films, gender roles of both male and female are very noticeable. Major changes throughout the history of Disney has taken place in the portrayal of female characters. There are three kinds of gender roles that has been portrayed in it. First, the stereotypical damsel-in-distress which is the original portrayal of Disney Princesses. For example, Snow White and Cinderella. Then, most of academics and parents prevent their children from watching Disney princesses because of their inappropriate appearance which is not suitable for girls to watch and follow them (Neilson, 2019). Other than that, previous Disney Princesses like Sleeping Beauty show that girls must be rescued by a man. In this case, it shows that a girl cannot stand up for their right and be brave to settle their own problems by themselves. Second, it shows a girl that is rebellious and ambitious (Garabedian, 2014). This can be seen through characters of Mulan, Ariel and Rapunzel. Third, female characters are portrayed as independent and free spirited. For instance, characters from Brave – Merida, as well as Frozen – Anna and Elsa.

Back in the olden days, there was an era of depression for women where they were affected by the people surrounding them because they have the perceptions that they were meant to be at home caring for their husband and children (WGBH Educational Foundation). In order to reinforce this belief, people in that era expressed that working women were "un-American" and stole jobs from men providing for their families. The era during and following the Great Depression created a portrayal of women that was a mother who was self-sacrificing, devoted all of her time and efforts for the care of her family, and was not in the realm of paid work. This idea that women were to be home-makers was not only shown by the people of society, but reinforced through ideal pictures in media.

It's been 80 years since Disney ventured into the film industry and they have played or created a role in how society displays gender roles. As modern culture goes through changes, Disney

can also be seen making changes in the way they represent their characters, especially females. So, in order to cope with these problems, Disney made a plan to step out from gender stereotypes by doing some changes from damsel-in-distress to rebellious and ambitious to independent and free spirited (Garabedian, 2014).

The researchers were able to conclude that since the beginning of the Disney, history has portrayed that women are weak and very dependent on men. Disney tried to change the perceptions by making the Disney Princesses bolder and more independent such as the characters in Frozen. Now, their focus is to produce cartoons that avoid stereotyping females as fragile and that stop suggesting that they should stay at home.

The development of female Disney characters from one era to another era.
It is not surprising that Disney characters are well known to millions as Disney is a popular home viewing business (Arthur, 1995). However, over the years, it is apparent that there are indeed differences in how Disney portrays their lead female characters. In Disney's earliest show about princesses, it is apparent that the women described were living in fairy tales and were usually voiceless. They possessed stereotypical gender behaviours which included being nurturing and carrying out housekeeping works (Bell, Haas, and Sells 1995). Earlier shows of Disney which showcased the very few first princess, often went along the line of traditional femininity.

For example, in 1937, the extraordinarily well-known show Snow White and the Seven Dwarfs, it can be seen that the lead female character fits perfectly into the expectations of domestic women (Rosen 1973). She was thought to be a docile, and beautiful object just waiting for the time when her prince charming would come to her to finally get her happy ending. One could tell that her character would not pass up the chance or turn her head away from the arrival of a prince in her life so it would be better.

As Disney progressed to the 1950s, they came up with another character through their show Sleeping Beauty in 1959. They preserved the traditional ways of what is expected of a woman in terms of femininity. Not much was changed and this proved to be a failure as they were now speaking to a different audience which proved that they believe the gender roles of Disney princesses were less desirable as it was not relevant to their experiences (Gabler, 2006).

However, their version of Pocahontas (1995) was very much admired because of the stark differences between the usual meek and tamed Disney heroine and an adventurous young lady who is not afraid to stand up for what she believes in (Gabriel, 1995). One of the most noteworthy traits about this female protagonist is her strong character that breaks the usual mould of having females always rescued by male heroes only. In this case, it was the exact

opposite as Pocahontas was the one who rescued the male lead. Her way of viewing the world is very different as compared to the submissive Snow White of 1935 who busied herself with domestic tasks and waits to be rescued.

In 2013, another film was produced by Disney which was Frozen. Elsa, the leading female character had beauty, power and had not much sexual tensions or encounters with the males in the show. Her interactions with males showed that she didn't find much interest in them. She was warmly welcomed as a fresh and new character who was although flawed but still very admirable (Nikolas, Akash., 2014). She loudly expressed self-acceptance and encourages it through her singing in *Let It Go*. To add, her enchanted powers which was thought to be a curse, was found rather charming to all despite it being the reason she felt like an outcast. Those who are oppressed might associate themselves more to her as her powers appeal to them (Wolfenstein, Martha., 1978). Even though she possessed all these appealing traits, her incapability of controlling her emotions highlights that women tend to mix power and female impulsiveness which shows that there is a stereotypical representation of how women's temper work (Feder, 2014).

Disney's improvement in creating new leading female protagonist in their films prove that they are feisty and rarely fall in love at first sight unlike the leading females in their earlier productions. The new characters no longer ponder on the thought of being with an arrogant and self-righteous partner or prince especially if they contradict with their goals and future. It is safe to say, the way these gender roles are showed in Disney films would definitely temper with our self-identity as explained in the cultivation theory. Disney has been making changes in order to break the gender stereotypes through films like Pocahontas and Frozen by stepping up their game and proving that girls are not weak to the world (Mosharafa, 2015).

Steps to break gender stereotypes.

The type of TV shows is able to give a big impact and it depends on the channel that the viewer engages with. In this case, heavy Disney viewers either boys or girls will most likely take after the stereotyped characters portrayed (King, 2018). When the audience is exposed to stereotyped character portrayals, they are predicted to emulate gender-stereotypical behaviours a year later.

In order to cope with these problems, parents should take a step by talking to those who are obsessed with Disney especially with their kids as gender stereotyping can be tackled through them first. Parents are people who are very close with their kids. So, they are more likely to help them realize how impactful television are towards them. They can assist further by educating them on how to use the media wisely and teach the good and bad side of the portrayal of Disney Princesses to them. Another way is through filtering all the information shown on television (Mcbride, 2016).

Through the study conducted, it was found that those who viewed a video clip of a female conducting a domestic activity, girls were found to be more feminine and carried out more stereotypical activities after viewing the clip. Correspondingly, boys who also watched stereotypical male activities in the clip were also found to act more masculine and tend to do things which are considered manly. (McArthur, L. Z., & Eisen, S. V., 1976). That is why we must have more shows and examples through the portrayal of diverse gender activities which do not lead a one way of thinking amongst its viewers on how both female and male should be.

According to (Eisenstock, 1984), it can be seen that there indeed a change in how one would act and think after viewing TV programs which are designed to abolish the discriminating gender role portrayals. Past evidences also stress on the fact that modelling on Television is indeed deemed effective as a medium to teach behaviours and perception.

RESEARCH METHODOLOGY
In research methodology, there are two types of research which are qualitative and quantitative. The difference between both of these methods is that qualitative research focuses on understanding a phenomenon from a closer perspective while a quantitative approach approximates phenomenas from a larger number of individuals using survey methods. Based on the researcher's topic – "Influence of Gender Portrayal in Disney Cartoons on Young Female Audiences", the researchers used a qualitative research method.

Qualitative method is defined as a type of social science research that collects and works with non-numerical data and that seeks to interpret meaning from these data that help us understand social life through the study of targeted populations or places. Other than that, methods of qualitative research include observation and immersion, interviews, open-ended surveys, focus groups, content analysis of visual and textual materials, and oral history (Crossman, 2019).

For the qualitative research method, the researchers agreed to do an interview with young female informants in order to identify the influence of gender portrayal in Disney cartoons and how their perception is shaped. The interview contained open-ended questions directed towards a handful of selected people to gain answers, more information and details. During the interview, the researchers and the interviewees had a calm and relaxed interview for better communication and interaction.

FINDINGS AND DISCUSSIONS
RQ 1: How has the portrayal of Disney Princesses influence your perception on how females should act in real life?
1.1 Females should be more feminine and ladylike.

Some of the informants agreed that the portrayal of Disney Princesses influence their perception on how females should act in real life are to be more feminine and ladylike. There are 3 informants that agreed with this statement which are Rachel Paul Robert, Nur Sarah Syahirah and Nurul Wardina.

According to Rachel Paul Robert, the females should be more feminine and ladylike because they are princesses and they are fragile for example Cinderella cried when her father passed away, and it shows that Cinderella was weak at heart. "If we're being realistic, a female's physical strength compared to a male's is very distinct. Women are weak. I think it's the same in the movies and in real life. Feminine (in the movies), we can see that girls take better care of their hygiene and care more about cooking. Same goes to real life. For example, we can tell the difference between a male and a female's college dorm. A female's dorm would most probably be tidier compared to a male. It shows how feminine they are", she added.

Based on Nur Sarah Syahirah's opinion, she completely agrees that by portraying the character in ladylike and feminine way, it will illustrate how women in real life should act. Realistically, men look more dominant than women because of their masculinity. It also implies that women should do all the domestic work rather than men. "For example, Snow White does all the cleaning in the house she shares with the seven dwarves. So, it shows that women are more domestic than men", she added.

Meanwhile Nurul Wardina agreed that it is obvious that Disney Princess wants to show females with more feminine characteristics. All of these princesses have good looks to almost perfect figure with their symmetrical face, hourglass body shape, they sing and have beautiful voices, and do house chores.

"I believe Disney Princess have shown a lot on how females should act. They also have set beauty standards for us which means having a beautiful face can attract a certain prince charming to rescue us. Those cleaning jobs they do, makes people put the concept that it is females' job. In which I would say, no. You do cleaning for yourself, regardless the gender", stated by Nurul Wardina.

1.2 Females should be more polite and soft spoken.
Both Aida Najihah Binti Mohd Rozi and Anis Batrisyia Binti Sohaimi agreed that females should be more polite and soft spoken. Aida Najihah Binti Mohd Rozi thinks that the Disney princesses influence the females to be more polite and have good manners as it shows that they also play a big role in shaping the females on how they should be in real life. She also agreed that females are supposed to act in a proper manner.

However, Anis Batrisyia Binti Sohaimi stated that the good characteristic of the princesses should be taken for our daily life, but only the ones that could comply with the reality only. "For example, the princesses all live in a castle and have certain etiquette that have to be followed while in reality, us women, are only normal people thus we do not have to follow the etiquette the characters portrayed. We should have the conscience of having these characteristics in our life; forgiving of others, have good thoughts about other people", she added.

1.3 Females should have self-confident and better outlook on life.

According to Joycelin Grace Johny, she thinks that women should have self-confident, fall in love for the right reason and have a better outlook on life because women must learn to become comfortable with who they are without comparing themselves to cartoon characters that do not exist or depict what a real woman should be like.

Based on Wan NorNazirah Binti Wan Radwan, she agrees that by having self-confidence, one can improve to be better and wouldn't feel hesitant to think or do anything. "With a high confidence level, a woman can make herself stronger while making her inner and outer self-better in real life. In addition, a female can also live without a man because most of the stories are pointed out that women cannot live without men", she added.

1.4 Concluding Remarks:

In conclusion, all of the informants have their own perception on how females should act in real life. Some of the stories in Disney Princesses describing the character that female should not follow out there in real life. With all the suggestions – females should be more feminine and ladylike, females should be more polite and soft spoken and females should have self-confident and better outlook on life, the researchers as well as the informants feel that the character in Disney Princesses should make a good output for female in real life.

According to (Garabedian, 2014), it is stated that, previous Disney Princesses like Sleeping Beauty show that girls must be rescued by a man. In this case, it shows that a girl cannot stand up for their right and be brave to settle their own problems by themselves. In this statement, none of the informants stated or agreed with that.

Next, according to (Garabedian, 2014), it is stated that as modern culture goes through changes, Disney can also be seen making changes in the way they represent their characters, especially females. So, in order to cope with these problems, Disney made a plan to step out from gender stereotypes by doing some changes from damsel-in-distress to rebellious and ambitious to independent and free spirited. This statement is supported by Joycelin Grace Johny and Wan

NorNazirah Binti Wan Radwan. Both of them said that be independent can improve ourselves to be better and must learn to become comfortable with who they are.

The researchers were able to conclude that since the beginning of the Disney, history has portrayed that women are weak and very dependent on men. Disney tried to change the perceptions by making the Disney Princesses bolder and more independent such as the characters in Frozen.

RQ 2: What Is Your Opinion on The Development of Female Disney Characters from One Era to Another Era?
2.1 Gender Stereotypes
There are three informants that thinks female Disney characters are all based on gender stereotypes. One of the informants, Joycelin Grace Johnny said that if we grew up watching Disney Princess movies, we will know the princesses' roles have slightly changed with the times and not they are not the character that they used to be because they were characterized by gender stereotype.

According to Nur Sarah Syahirah Binti Abdul Halim & Nurul Wardina Binti Zulkifli, they have the same spot about the changes of Disney characters for example by watching Disney Princess from one era to another era. The first era, they both agree from the characters Snow White, Cinderella, Sleeping Beauty, and Aurora, they portrayed themselves as weak and just waited for a prince charming to save them from their miserable life. They also seemed to only show two skills like doing the house chores, cooking and taking care of others around them. This will shape how females should act and how it can affect the young children who watches them. Nurul Wardina stated that during the second era with the character from the Little Mermaid, Ariel, Belle from Beauty and the Beast, Pocahontas, and Mulan. This new Disney princesses have portrayed new characteristic elements in females. Even though she said the storyline is still mainly about love, they did not wait the prince to rescue them and that they do fight for their love. As example, Ariel sacrificed the tail and voice for the sake of living with the prince which was a human. Belle from Beauty and the Beast was a housekeeper and this movie teaches us that it is okay to be in aggressive and abusive because we will still love our partner. She thinks among the Disney female characters who are the strongest are Pocahontas and Mulan. They portray female's behavior as a princess but they do fight like a man during war. This is a positive role model for young girl because the characters show us how females step up and fight for what they want and be their own hero.

The final era can be classified with character from Tiana from Princess & The Frog, Rapunzel in Tangled and Merida from Brave and Anna and Elsa from Frozen. Nurul Wardina Binti

Zulkifli and Nur Sarah Syahirah Binti Abdul Halim agreed that Disney is making effort in reducing gender stereotypes by making strong and independent princess.

2.2 Royal Tradition

According to Rachael Raul Robert, she said in the recent Brave movie, she said that the character did all the things a princess shouldn't. "In the UK, Queen Elizabeth goes out and about in formal clothing no matter the occasion. If a person marries into a royal family, they have to abide by all the rules that come with marrying a royal. Its tradition." she said. She thinks that's the concept that previous movies revolved around but the recent movies show that being a princess should not stop you from becoming who you want to be.

2.3 Changes of Disney Characters

"As far as I am concerned, recognizing the progress of Disney characters from Cinderella to Rapunzel shows the improvement shown from both character but there are still some similarities with the old character." said Wan NurNazirah Binti Wan Radwan. She also said as in this era, the Disney team should think to adapt with the viewer's interest. "In this case, the comparison between Disney character such as Jasmine and character from Frozen Anna and Elsa. Their character is totally altering and their appearances definitely change." she added.

Aida Najihah Binti Mohd Rozi says there are differences in the Disney characters from one era to another era. The characters in the first era portrayed by the character of Cinderella and Belle from Beauty and the Beast are more obedient, traditional female gender roles and had typical beauty. Anis Batrisyia Binti Sohaimi has the same opinion. "At first, Disney's scope was quite small in the beginning. They would only focus on how the Princesses need their prince charming to go on with their life, how they should wear pretty dresses and stay in the castle." she said. However, the current Disney Princesses has transformed to be more athletic, heroic, and they believed that all people are equal in terms of rights and opportunities. For example, stated by Anis Batrisyia Binti Sohaimi, Pocahontas and Moana show that princesses are not constricted only within the castle walls but instead are eligible to roam outside freely and venture to the outside world.

2.4 Concluding Remarks:

In conclusion, all of the informants are aware about the changes in the characters of Disney Princesses that every child looks up to when they are growing up. These characters are created not just to get into the box office but to inspire the young, especially children who need a role model to look up to. However, most of the Disney characters as all of the informants mentioned during the first era, does not show how "female" should act as they lead to gender stereotypes.

According to Office of the High Commissioner for Human Rights (2014), a gender stereotype is a prejudice about qualities or characteristics that are or should be overcome by women and

men or the roles that are or should be performed by men and women. Gender stereotypes can be both positive and negative. For example, the statement of "women are nurturing" or "women are weak".

Bell, Haas, and Sells of 1995 said many years had passed, there are indeed differences in how Disney portrays their lead female characters. In Disney's earliest movies about princesses, it is apparent that the women described were living in fairy tales and were usually voiceless.

According to Mosharafa of 2015, Disney's improvement in creating new leading female protagonist in their films prove that they are feisty and rarely fall in love at first sight unlike the leading females in their earlier productions. The new characters no longer ponder on the thought of being with an arrogant and self-righteous partner or prince especially if they contradict with their goals and future. Disney also has been making changes in order to break the gender stereotypes through films like Pocahontas and Frozen by stepping up their game and proving that girls are not weak to the world.

This provides an example for children to follow and somehow explains how a female should be. Brave, courageous, adventurous and beautiful are defined by the new characters. This will break the gender stereotypes of a women and keep inspiring young girls to be like their role models from era to another era.

RQ 3: In your opinion, what do you think should be changed in order to break gender stereotypes?

3.1 The media need to take action to make changes.
Many of the informants require the media to portray a variety of female characters that possess qualities and virtues not many past heroines possessed. Both Joycelin Grace Johnny and Aida Najihah Binti Mohd Rozi think that Disney movies should depict more lead female roles that can work the same job as a man instead of making society believe that a female's only career option is to be a housewife as well as battle alongside the opposite gender. Nur Sarah Syahirah Bt Abdul Halim completely agrees with the previous notion by stating that we should change the mentality that is men should work and women should stay at home and wants Disney to make a lead female character to inspire every woman in the world. Rachael Paul Robert on the other hand feel that the filming industry should carry on making movies about being yourself because there are girls out there that are fragile but not every female is as fragile as the movies portray. They should have a variety of focuses. They should have different characters. Anis Batrisyia Binti Sohaimi would like to see some scenes that show girls could be independent to be inserted in future Disney movies.

3.2 Parenting styles should emphasize on bringing out the best in their children.

Rachael Paul Robert thinks parents should not raise their children – their daughters especially with a strict mindset that girls should act a certain way. "They should, I mean, there are girls out there that really are feminine so they should not be so strict on stopping their children from making their own choice. They should instead guide them", she added.

3.3 Actors and actresses are only doing their job.
Wan NurNazirah binti Wan Radwan says we need to get to know [them] first as people have their own personalities. "We need to understand that they are only doing their job as an actor. In this case, as long as we can adapt or notice that they are just acting, we should respect their responsibility in completing their job", she added. We need to set apart their acting skills and their real-life personalities.

3.4 Eliminate gender discrimination in the working force.
Nurul Wardina is greatly disappointed with how much 2019 has not advanced in terms of world class mentality on gender related issues.

"I can say that this gender issue is evident in certain careers in the industry, where women will hold lower leadership positions as compared to men. Many career choices are considered "a man's job". Young girls have been taught to go after careers that are more feminine that requires less time and a job that is flexible, but not all women want that."

However, the informant has found that there have been some drastic changes in the way people view work and gender nowadays and it seems like things are looking up for both genders now that they're more confident in addressing the issues.

Women especially have been turning their backs on these "ideals" and have been going into careers stereotypically male-dominated. Men have also rejected the idea that teaching and nursing are female careers and have been going after what they like. Men who have previously worked in manufacturing industries are now finding themselves looking for jobs in healthcare, teaching, and many other industries that are considered "feminine".

Nurul Wardina also did her research on a 41-year-old woman from the UK is a mechanic who inspite of all the sexist comments and mocking did to her for pursuing mechanics, does not plan on stopping and is encouraging even more young women to pursue their dreams even if it seems to be a predominantly male career option.
This was also supported by Joycelin Grace Johnny, Aida Najihah Binti Mohd Rozi and Nur Sarah Syahirah Bt Abdul Halim when they touched on the topic of work equality between both the male and female populations.

3.5 Concluding Remarks:

In conclusion, most if not all informants are well aware of how females are depicted in Disney movies and that it is a growing problem that needs to be attended to. Little girls everywhere are watching and idolizing these poorly portrayed Disney Princesses and emulate all the wrong things.

Einstock if 1984 said that there is indeed a change in how one would act and think after viewing TV programs which are designed to abolish the discriminating gender role portrayals. Therefore, the theme 'The media need to take action to make changes' is very much supported. Parenting styles should emphasize on bringing out the best in their children. In light of what parents can do to educate their children, parents should help their children realize how impactful television is towards them. The type of TV shows is able to give a big impact [on the children] and it depends on the channel that the viewer engages with. In this case, heavy Disney viewers either boys or girls will most likely take after the stereotyped characters portrayed (King, 2018). Therefore, parents play a very important role in breaking gender stereotypes.

The theme 'actors and actresses are only doing their job' is a standalone and is not supported by any other informants nor researches due to the fact that it is a bit off topic. The objective of this research and interview as a whole are to determine how the portrayal of Disney female character influences young female audiences' in their daily life, to identify the changes in the portrayal of Disney female roles from one era to another era, and to study the ways to break gender stereotypes – this informant's answer does not answer to any of the said objectives.

According to Bell, Haas, and Sells of 1995, Disney princesses possessed stereotypical gender behaviours which included being nurturing and carrying out housekeeping works. Whilst this research talks about how women are portrayed in movies, informant Nurul Wardina wishes to break that gender stereotype in the real world – the working world. Which is why the theme 'eliminate gender discrimination in the working force' was put forth.

The researchers as well as the informants hope for a brighter more equitable future for Disney movies where the female population is properly represented with not just hints but a vast amount of virtues that the Disney Princesses ought to possess. Words like brave, courageous, and independent should be more openly associated with both genders and not just the male population.

CONCLUSION

To conclude, gender portrayal in Disney movies really do influence the student's perception on how one should behave and look like in real life especially on females. The way the female characters were portrayed in the movie have planted a stereotype perception about how women's body figure, skin colour, hair length, and any others physical appearances should be. Although the Disney female Princesses has developed from one different era to another era, the perception of women should be more ladylike and feminine could not be thrown away. Doing domestic work also has been determined as the women's duty while men as the breadwinner of the family.

To break the stereotypes, the media needs to stop stereotyping how women should look like to be deemed as pretty and how they should act in real life. These days, most women have become independent and have their own career in life and some of the men are capable of doing the domestic work such as cooking and cleaning. The media should focus on portraying women with different personality and determination instead of showing the old same one. Parents also plays a crucial role in educating their children about gender roles. They should be more encouraging of how their children act out instead of saying how a girl should walk, how boy should never cry, and how their figure should look like.

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