



**PERUBAHAN CITRA PEREMPUAN BERAMBIT PIRANG
PADA TOKOH UTAMA ELLE WOODS DALAM FILM *LEGALLY
BLONDE***



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ABSTRACT

The image of blonde woman in the society of white people is commonly related to dumbness. The writer takes a movie called *Legally Blonde* as a research object to change the stereotype of dumbness. The main character of this movie is Elle Woods whose hair is blonde. In doing this research, the writer has purpose to change the image of blonde woman, especially the image of Elle Woods in *Legally Blonde*. The writer wants to describe the life style and behavior of blonde woman reflected in the character of Elle Woods. The writer also wants to show the struggle of Elle Woods to change the image of blonde woman in people's mind.

In this research, the writer uses archive research method and exponential method. Archive research method is used because the writer uses books and data from internet that support this research. The exponential method is used because the writer discusses certain narrative elements and cinematography. The narrative elements used in this research consist of genre, plot, setting and the image of the main character. The cinematography describes the objects from the camera point of view. The writer uses liberal feminism theory that proposed by Mary Wollstonecraft and Betty Friedan. The theory describes the exclusive life of white women from social-middle class and heterosexual society that always enjoy pleasure and give priority to their own beauty. Liberal feminism is closely related to blonde women who focus on their beauty and luxurious life. Thus, this theory is compatible with this research because it describes the image and the life of a blonde woman called Elle Woods.

This research concludes that although Elle Woods has blonde hair, she succeeds to change her image as a dumb blonde woman into smart and tough blonde woman. She proves that she can be a successful lawyer without leaving her luxurious lifestyle. Elle also proves that her blonde hair contributes to her current successful life.