

Representasi Homoseksual Dalam Film Marvel

(Analisis Semiotika Roland Barthes)

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Abstrak

Eternals dan *Doctor Strange: In The Multiverse Of Madness* adalah dua film yang diproduksi oleh Marvel Studios. *Eternals* rilis pada November 2021 sedangkan *Doctor Strange: In The Multiverse Of Madness* rilis pada Mei 2022. Penelitian ini bertujuan untuk menunjukkan dan menguraikan makna yang ada dalam film *Eternals* dan *Doctor Strange: In The Multiverse Of Madness* yang mengandung muatan konten representasi dari LGBT. Homoseksual adalah bentuk ketertarikan seksual, kasih sayang dan romantis yang terbentuk secara konsisten kepada jenis kelamin yang sama. Homoseksual kerap diasosiasikan kepada laki-laki, namun pengertian homoseksual bisa juga diasosiasikan kepada perempuan yang menyukai sesama jenis. Penelitian ini dilakukan karena film *Eternals* berhasil meraih penghargaan *GLAAD Awards* yang merupakan ajang penghargaan bagi para pelaku di industri kreatif yang mampu mengangkat isu representasi LGBT pada Film yang bersifat positif dan inklusif serta pernyataan dari produser Marvel Studio yang mengatakan bahwa representasi LGBT penting untuk dilakukan dalam proses pembuatan film-film Marvel yang akan datang. Oleh karena itu, penelitian ini akan mengkaji kebenaran dan kehadiran representasi Homoseksual tersebut di dalam film Marvel. Metode yang digunakan dalam penelitian adalah Semiotika dan menggunakan metode semiotika Roland Barthes. Oleh sebab itu, peneliti akan menguraikan analisis makna denotatif serta makna konotasi dan mitos yang muncul dalam setiap adegan yang dipilih. Berdasarkan penelitian yang dilakukan, ditemukan delapan adegan yang merepresentasikan LGBT pada film *Eternals* dan *Doctor Strange: In The Multiverse Of Madness*. Representasi tersebut berupa penggunaan simbol LGBT, ekspresi emosional serta bahasa verbal dan non-verbal. Oleh karena itu, peneliti akan membuktikan bahwa ada representasi dari LGBT pada kedua film ini.

Kata Kunci: Film, Homoseksual, LGBT, Representasi, Semiotika Roland Barthes.

Homosexual Representation In Marvel Films

(Roland Barthes Semiotic Analysis)

Muhammad Rizal Pahlevi

Abstract

Eternals and Doctor Strange: In The Multiverse Of Madness are two films produced by Marvel Studios. Eternals will be released in November 2021, while Doctor Strange: In The Multiverse Of Madness will be released in May 2022. This research aims to show and describe the meaning in the films Eternals and Doctor Strange: In The Multiverse Of Madness which contain content representing LGBT representation. Homosexuality is a form of sexual, affectional and romantic attraction that is consistently formed towards the same gender. Homosexual is often associated with men, but the term homosexual can also be associated with women who like the same sex. This research was conducted because the film Eternals won the GLAAD Awards which is an award event for actors in the creative industry who are able to raise the issue of LGBT representation in films that are positive and inclusive as well as a statement from the producer Marvel Studios who said that the representation of LGBT characters is important to do in the process of making Marvel films for the future. Therefore, this research will examine the truth and presence of LGBT representation in Marvel films. The method used in this research is Semiotics and uses Roland Barthes's semiotics method. Therefore, the researcher will describe the analysis of denotative meanings as well as connotative meanings and myths that appear in each of the selected scenes. Based on the research conducted, eight scenes representing LGBT were found in the films Eternals and Doctor Strange: In The Multiverse Of Madness. The representation is in the form of the use of LGBT symbols, emotional expressions and verbal and non-verbal language. Therefore, the researcher will prove that there is representation of LGBT in these two films.

Keywords: *Film, Homosexual, LGBT, Representation, Semiotics Roland Barthes.*