

***Liberal Feminism Analysis Of Gender Inequality In Hanung Bramantyo's Hijab Film
(Study Of Feminism)***

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Abstract

Film is a work of oral literature in the form of a film which has many audiences. One of the films that is the aim of this research is the film Hijab. In this study aims to reveal gender inequality and women's struggles in demanding justice. in the film Hijab by Hanung Bramantyo, presents a male character who restricts women's work and presents a female character in fighting for equality that women also have the right and freedom to choose. This is done to change the way men think about women. The forms of gender injustice and women's struggles in this film are viewed from liberal feminism. This study uses descriptive qualitative research to obtain information and an overview of women's struggles based on liberal feminism. The results of the research show that gender inequality towards women in this film is patriarchal and subservient culture. In the household, the struggle of female characters based on liberal feminism consists of freedom. The struggle of female characters in making choices to independently carry out work without the knowledge of their husbands, the restrictions imposed by men are part of demeaning women related to work.

Keywords: *Hijab Film, Gender Injustice and Liberal Feminism.*

Article history

<i>Received:</i> 18-10-2023	<i>Revised:</i> 15-11-2023	<i>Accepted:</i> 30-11-2023	<i>Published:</i> 20-12-2023
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Introduction

Literature is a work of art that comes from one's mind. According to Wellek and Warren (Faruk 2013) literature is an innovative, fictional and imaginative work. According to two references, literary works are not non-fictional worlds, but fictional worlds. Literature is a fictional world that is composed of words, what is meant by the world of words are characters, events, time, or places where events occur. Supardi (Ismawati 2011:165). With the above opinion Wahyuningrat (2011: 43) states "Literary work is fiction as a translation of fiction, etymologically, fiction comes from the word *figere* (Latin) which means to pretend".

Film is a type of literary work that functions as a communication. Films can describe social life that influences film lovers. Films also contain messages that have a

positive impact on society. In addition to having a positive impact, the film also has a negative impact depending on the awareness of the audience in digesting the film. The film that raises issues between men and women is the film *Hijab* by Hanung Bramantyo. Even though it is titled *Hijab*, this film is not about religion but rather a comedy drama. It's not about the hijab, but the question is when do women earn more than men. However, in this film, hijab is only used as a fashion and lifestyle.

The film *Hijab* tells about a household of four women, namely; Bia, Sari, Tata, and Anin, but Anin is not married yet, why isn't Anin married because she sees the household problems of her three best friends. Apart from managing the household, they don't want to always depend on their husbands. They decided to secretly start an online hijab business without telling their husbands. Unexpectedly, the business they built gradually began to attract buyers. because they didn't tell their husbands about the business they had built from the start, they were faced with a very difficult choice, between continuing a business that was already full of buyers or returning to end and repair a family that was on the verge of collapse.

The concept of this hijab film is very interesting to study, because the film tells about household life with various problems. In addition, the concept of gender that is told in this film is also related to the rights and obligations of each husband and wife. Not only that, domestic conflict caused by a wife earning more than her husband is an interesting discussion in this study.

The *Hijab* film by Hanung Bramantyo contains inequality in women's rights in doing work and limitations in carrying out their activities. The story that is told in this film is like what is common in society, discrimination against women and women are always considered to be lower than men, this film tells this. The female character in this film applies the equality movement to show that women are also capable in terms of work to earn money.

Within the family sphere, communication is very important to clarify the intent and purpose. Many people misunderstand the meaning of messages conveyed by individuals because of wrong communication patterns. The family itself is the smallest and closest environment of the individual environment. Through the family, a person begins to learn to socialize, forms character and develops values that he introduces through certain formulas, as for the means of communication. Film is one of the media that is known by social beings in the media, because it is a good communication tool in the form of Audio-Visual. In a film there is a meaning contained, so research is needed to find out. In this case, it can be done using feminist theory, such as in gender films.

An important concept that needs to be understood in discussing the relationship between men and women is the difference between gender and the concept of gender. Understanding these two concepts is very important to know and understand the problems of social injustice that always befalls women. This is because of gender differences and gender inequities related to the structure of injustice in society in general. The concept of gender needs to be understood because it is through this concept that one can see gender equality and gender inequality.

Gender began to become a subject in 1960. Simultaneously with the development of feminist ethnographic work. Gender is explained by Mansour Fakih. The inherent nature of men and women is socially constructed. For example, women

are known to be gentle, and men are seen as strong, and so on. Basically these properties can swap positions or reverse. Sex is natural and gender is not natural. The use of gender in this sense was implemented in 1977, when feminist groups in London were already using gender discourse (Gender Discourse). Gender has several meanings, the first is that gender is interpreted according to a certain meaning, the second is that gender is a form of social and cultural phenomena for men and women. The third is social value, the fourth is gender as a social issue, and the fifth is gender as material for explaining justice between men and women in terms of education and duties.

Men and women have traits that are inherent in each of them, these traits are constructed by society. From this, the concept of gender emerges so that it becomes two parts and becomes contradictory, namely femininity and masculinity, gender differences will not be at issue if there is no gender inequality. But what is found in society is the difference that becomes gender injustice. It is this injustice towards women that makes the feminist movement appear, women demand equal rights, social status, and positions between men and women. Thus feminism aims to obtain gender equality.

To find out about women from their position in social life is always an interesting topic to discuss, in society and almost as a culture, women are always in a lower position than men. In the history of feminist thinkers there are difficulties faced by feminists. To examine the similarities and differences. Cultural interpretation is defined as one context and social relations. While sex is defined as biological sex. Sex refers to biology while gender is more to the behavior of social values.

social relations between the sexes and end sexism, the oppression of women by men. Liberal feminism is a stream of feminism based on the liberal concept of an emphasis on equality between men and women having the same rights and opportunities. In the liberal concept every creature is given the freedom to choose. This feminist movement is growing and being voiced everywhere, one of which is in the hijab film which tells of a woman's movement to equalize her rights. The feminist movements studied were more focused on liberal feminists, liberal feminism in the 19th century, liberal feminists voiced civil society rights that were accepted by women and economic opportunities for women. In this century, education alone will not be able to achieve equality between men and women, so opportunities for women to play a role in the economy are also needed in the liberal feminism movement which fights for societal issues aimed at equal opportunities for every individual, including women's rights. Women are rational creatures like men.

a. Film

Film is a work of art and a means of expression. Film here is interpreted as a mass communication tool that combines several technologies such as photography and sound recording, film is also interpreted as moving images according to Effendi (1986). Film is also interpreted as an entertainment medium that combines moving images, sound and storylines. Film is also used as a tool as a learning medium for Palapa Syamsudin (1986).

According to Himawan Pratista (2008) Film is an audio-visual medium that unites both narrative and cinematic elements. Narrative relates to the theme while cinematic relates to the storyline. Based on the word film (cinema) it comes from the word *sinimatographe* which means cinema (moving), *tho* or *phytos* (light) and *graohei* or *grhap* (writing, drawing, story). From some of the explanations from the experts above, it can be concluded that film is a work of art in the form of motion pictures with sound

with a certain storyline, film is not just a moving picture but also aims as entertainment and communication so that it greatly influences the people who watch it.

b. Gender

Gender is a difference in behavior and values, in English gender means (gender). Gender is also interpreted as a different behavior between men and women when viewed from their behavior. Gender is a concept that makes different roles, mental and emotional between different sexes applied in society. Gender is a differentiator between men and women when viewed from behavior.

Gender is often misunderstood with sex, but gender is much different from sex, gender is often misinterpreted, even gender is defined as an innate gift given by God. Even though gender itself means in English is sex and changes according to the movement of society. In terms of gender, it means a habit that is different between men and women. According to one of the figures Elien Shoalter expressed his opinion, gender is the difference between sexes seen from social construction. Gender difference is not a problem if it does not give birth to a gender inequality itself. But what gave birth to a problem turned out to be gender inequality.

To understand the differences and the causes of differences that cause inequality, it can be seen from the following statements:

1. Subordination arises from the gender view of women who are positioned in an unimportant place, this emergence arises from the perception of women as emotional beings so that women are seen as unable to lead.

2. Violence

Violence is an attack on the physical and psychological integrity of a person that is perpetrated against a certain gender.

3. Workload

The gender role of women is to take care of the household and bear a lot of work compared to men.

4. Patriarchy

Patriarchy is interpreted as the structure of placing men as rulers, patriarchal culture is born from the views of men who place women in an insignificant position. Therefore, feminists challenge this perspective and break patriarchy.

a. Feminism and Literature

The object of research is a film that represents feminism, so it must explain the development or role of the feminist movement in literature, especially in films. In western literature, there is a classification between men and women in the field of literature, this is the role of men who regard women as objects. The most famous figure in the field of literature is Elaine Showalter. He introduced gionocritic. This is what distinguishes the description of literary works that discuss the differences between men and women. The movement of feminism that has made its way into the world of literature also has a relationship with the role of feminism within the author and the role of feminism that can be reflected in film actors. The reflection of feminism in a character can be seen from when a character in the story experiences a movement to change and struggles to liberate himself from restrictions and struggles to get equal rights just like men.

b. Feminism

Feminism is a women's movement that voices emancipation or equality with men. Feminism itself does not originate from a theory or concept based on a single theory. Maybe that's one of the reasons why feminism has no specific understanding of its

application to women. In the 1960s feminists tried to see patriarchal discourse which appeared very aggressive towards women. In the development of feminists, there are efforts to include women's issues, (Tong, 2010) women and feminists are the objects of research. The term feminist is complex, the definition of feminist varies depending on the condition of the sociocultural reality that underlies this understanding and the existence of different levels of awareness.

Method

In this study using a qualitative approach is not only directed at the theory but also the facts obtained from the research, so that in analyzing the data obtained is inductive. As well as the results obtained to build meaning in research. This meaning is data that is generated from analysis, qualitative research is carried out because there is a view of matter in the knowledge model of a phenomenon.

Data source

According to Sutopo (2006:56-57) the origin of the data obtained is in accordance with certain rules. The data source for this research is Hanung Bramantyo's Hijab Film entitled Gender Influence in Hanung Bramantyo's Hijab Film.

Data collection technique

The data collection technique in this study is a way of obtaining results from data analysis sourced from data sources. Data sources that are not further processed will become a fairy tale. Therefore the researcher examines the research using three components, namely literature review, observation and recording, along with the explanation:

Data analysis technique

Data analysis techniques are used to answer the problem formulation and or test the hypotheses formulated in the thesis. Data analysis is the process of systematically searching for and compiling data obtained from observations, notes and literature review.

Results and Discussion

Gender injustice in hijab films

In the life of society, men and women have always been a problem that is often debated. That women are always under the power of men, this is what is also done in the film Hijab by Hanung Bramantyo. Although the title of this film is Hijab, the story is not religious, but comedy, and hijab is made into fashion. This film tells the story of a household of four women with their own problems. Apart from taking care of the household, they also want to be independent, not wanting to depend on their husbands by secretly opening a hijab buying and selling business.

In the view of feminism, men and women are equal in family roles, both have to manage time, in managing household needs, especially taking care of children. In this film, women prove that women are able to provide impetus to economic development through the business they run, they can also carry out two roles at the same time, although it is not perfect because it is overshadowed by the fear of their husbands who think women only work at home and not allowed to do work outside the home.

As in Mery Wollstonecraft's feminist movement in a feminist approach that moves for the image of stereotypical women in literary works that discuss the gender of a

woman and the position of women as well as gender injustice. We can see from the film how persistent a woman is in fighting for equal rights in terms of education and economic politics.

Problems that occur because of differences in desire between a wife who wants to help ease her husband's work. It is clear in liberal feminist theory that all people are created with equal rights and have equal rights in advancing themselves, in this flow it states that freedom is based on rationality.

Liberal Feminism analysis of gender injustice in hijab films

The role of women in this film is a real form of gender inequality that is integrated with and related to patriarchal culture in society. A culture that sees men as rulers. Meanwhile, women are weak creatures and their rights are limited. In this case, it means that it can be concluded that the Hijab film participates in realizing the culture that occurs in society. Automatically very influential on society.

Based on the results of liberal feminism research, it was found that in this hijab film, women still do not have freedom of opinion, work, or anything that does not conform to stereotypes in society. Having voting rights and freedom and the same education as men, this is reinforced by Taylor's statement, which allows every human being to have the right to pursue what they want as long as they do not limit and bring each other down. One of the scenes in this film which illustrates that women are restricted in their behavior and are not allowed to work when Bia, Sari, and Tata feel bored, they are always being overshadowed by their husbands in any way, such as working, even when the wives help their husbands in paying off their installments, they are not permissible and have to wait for a monthly ration to be able to shop for their own needs. In this film, the women that women appear in have to learn manners and have to follow what the men want. People who don't understand about sex and gender, and think that only work that has feminine personality elements should be done by women. In contrast, Anin, who is not married, is overshadowed by fear and hatred of the rules of her husband's friends.

In this film, women are not only fighting for their own rights, but other women are depicted by Anin who is struggling to create equality in her own way and is supported by her parents in choosing a life partner. Because there is a connection with the liberation that is fought for by feminists. This is supported in the ending of the story in hijab where Ujul and Rahmad are aware and want to help Bia and Tata in continuing their business, this is what feminists want, that men and women must complement and support each other in their respective careers to create beauty and change the view of society that considers women weak compared to men. As in the view of liberal feminism, women must prepare themselves to be equal with men by taking various and profitable opportunities. Liberal feminism also wants oppression, patriarchalism and gender.

Conclusion

Based on the discussion above, it can be concluded that this hijab film has an element of inequality in the story which considers women to be still under the power of men. The facts obtained are closely related to patriarchal culture. Unlike the view of liberal feminism which aims to voice freedom for women and demand equal rights with men and work in the economic field, feminism wants to dismantle patriarchal culture so that freedom is the right of every individual.

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