THE REPRESENTATION OF FEMININITY ON SNOW WHITE'S FEMALE CHARACTERS IN ONCE UPON A TIME TV SERIES

Wina Satiti

ABSTRACT

The Fairy Tales are assumed as a learning media. Most of the fairy tales tell about princes and princesses that concern to the happily ever after life. Once Upon A Time TV Series, directed by Adam Horowitz and Edward Kitsis, is one of soap opera that tells about fairy tales. It has established a new genre of fairy tales that is related with the real life on the society. The TV Series refers to the several changing of the character, especially women, that are reflected by their dual portrayal. It has made a new discourse about fairy tales and shown people the reality of the femininity changing. The method used was content analysis to identify and measure the emergence of each coding based on the categorization is that determined by coded from the main female characters, Snow White and Evil Queen. Although, Once Upon A Time is a fairy tales which is closely related to modern society and represents the changing and reality of women behavior today, it still uses traditional gender roles as a benchmark to determine the femininity. This study suggests the society to be more realized of the women representation on fairy tales and media to create their awareness about gender construction today.

Keywords: Fairy Tales; Femininity; Gender Roles; Representation

1. Introduction

Fairy tale is very common in our life. It is usually assumed as children literature. It is often told by parents to children before bedtime. Actually, the word 'fairy' comes from Latin *fata* or *fatae* which has meaning of the nature and powers ascribed to these supernatural creatures. However, according to Haase (323) the word 'fairy' has several meanings: enchantment itself (magic or illusion), the realm where enchantment is being dwelt, and supernatural inhabitants of that lands. Fairy tale is made with motives which implicitly in purpose. The motives are usually about manners, morals and values in society which can be the learning media, especially for children. Fiction genre is one characteristic of fairy tales because it makes some fantasy to the readers when it set in a place which sometimes unreal.

Moreover, concerning fairy tale as a learning media for children which constructed motives of manners, morals and values in society. Many people assumes that fairy tales are entertaining without realize that there are many motives constructed and some problematic issues. Especially, how the story itself constructs gender values. Peksen (153) states in the first half eighteenth century, fairy tales began to be written for children that aim to amuse and to teach the children about their sex roles. In the nineteenth century, fairy tales were revised to teach children about good manners and morals. It also modified the tone which concerned to gender restrictions that reflected a social opinion previously unknown. The tales have been successful in gender stereotyping which is taken for granted by almost everyone. According to Zipes (714), on those century, fairy tales were intended to teach girls and young women how to become domesticated, respectable and attractive to marriage partner and also to teach boys and girls appropriate gendered values and attitudes.

Women are often represented in fairy tales. Mostly, they become the main roles of the story. Implicitly the behavior, norms, values and manner that are portrayed by them in the story consist of some roles. Those roles are assumed as how women should be, that is taken for granted by people. According to Zipes (153), women got tamed and put into their rightful place, home and kitchen. Even in the tales composed by female writers, who began publishing their own tales in the eighteenth century, female desire is suppressed, virtues (which are determined by men) are rewarded, submissiveness and docility in women are praised and considered as real beauty. Coca (15) also maintains that many fairy tales making gender codes by having female characters always wear gown, dress or skirt. Sometimes the female characters have long hair. It means that all of the characterizations of female characters are constructed in the stories not only the behavior but also their appearance.

The beauty that represented by women characters in fairy tales have many meaning. In a side, the beauty that represented being the reference of beautifulness. Yet, the beauty in fairy tales also makes some effects. For example, the envious of women characters those victimize the other women who are perceived

more beautiful. It usually represents two kinds of women, the good girl and bad girl. They depict that a good girl or women should be passive, submissive, gentle, angelic and so forth. According to Peksen (156), good women are never active and never have power, they are obedient wives who depend on their heroes for survival. In other hands, the 3of good and bad girl based on the traditional gender roles. Peksen (157) maintains that female protagonist in fairy tales are mostly victimized by other women and very rarely by men, men there depicted as the hero who always good and being a heroic savior. They are able to prove their (beautiful, chaste, hardworking) goodness.

As the gender construction, fairy tale provides the clear illustration such as gender visibility, gender roles and message, gendered bodies, gender intersection, and gender performance. People assume that the stories are a mirror that reflects their life as the social relations among group. Even though the stories serve the normative social control, fairy tales also contain stereotypic images of women's beauty. Fox (712) stated that fairy tales construct the value such as the feminine beauty ideal. Those are normative restriction prevails, one is like to "find an elaboration of socialization structures that conduce toward the internalization" of such values.

Baker-Sperry & Grauerholz (711) stated that feminine beauty ideal is socially constructed notion that physically attractiveness is one of women's most important assets, and something all women should strive to achieve and maintain. Fox (712) maintains that fairy tales construct the value such as the feminine beauty ideal. Those are normative restriction prevails, one is like to "find an elaboration of socialization structures that conduce toward the internalization" of such values. The feminine beauty ideal is controls and restricts women's life. Women internalized the norms and adopt the behavior that reflect and reinforce their relative powerless, making external forces less necessary. Constructed values that women should be nice and feminine become normative restriction, therefore, it limits women's personal freedom and lay the 'groundwork for a circumscription of women's potential for power and control in the world.'

This emphasis of the feminine beauty ideal may operate as a normative social control especially for girls and women. In one side, this feminine beauty ideal has positive things. For example women learn how society is constructed them and stereotyped them based on their character, manners, and behavior. Actually, the feminine beauty ideal is a kind of patriarchal system that builds their ideal women based on their thought. Indirectly, it constructs women that the physical appearance is their assets to enhance their social status. The feminine beauty ideal controls and restricts women's life. It is also could be the construction women femininity in society.

Femininity means the construction of women behavior in society. It is usually identical with gender roles which differentiating women and men norms. According to June (228) the idea of femininity refers to an individual to formed their sex roles. There is social expectation and prescription that specifies how female should behave and what social function that is allowed and expected person to perform. Barlow (1) states that femininity refers to behavior and ideas associated with womanliness or normative female sexuality, separable from women's anatomical sex. In this case, women are looked from her behave, attitude and appearance from the general value on the society. Femininity is one of system built by patriarchy because the norms that are produced are mostly from male's or patriarchy's perspective. They order women to behave as ideal as they want. As Barker (86) states that femininity is an identity category which refers to social and cultural characteristic associated with being female. It is a discursive-performative that describes and disciplined how to being a woman. According to Kristeva () femininity is a condition or subject position of marginality from some men, for example avant-garde artist. It is patriarchal symbolic order that tries to fix all the norms and differentiate men and women to behave. Men should be masculine, and women should be feminine.

Those kinds of patterns are often found in fairy tales. They often depict a good girl or women should be passive, submissive, gentle, angelic and so forth. According to Peksen (156), good women are never active and never have power, they are obedient wives who depend on their heroes for survival. In other hands, the bad girl represented as an active, aggressive, violent, monstrous and so on, which the hierarchy of good and bad based on the traditional gender roles. Coca (15) also maintains that many fairy tales making gender codes by having female characters always wear gown, dress or skirt. Sometimes the female characters have long hair. It means that all of the characterizations of female characters are constructed in the stories not only the behavior but also their appearance.

In twentieth century, there are many fairy tales that arrange the story become more complex and argue the pattern of female characters. One of the examples is TV series *Once Upon A Time*. The words of '*Once Upon A Time*' are very common in fairy tales, especially for the opening of the stories. *Once Upon A Time* is a TV series from America. It launched on October 23, 2011 on ABC (American Broadcasting Company). *Once Upon A Time* is an American fantasy-drama television series. The story is compiling the fairy tales and arranges a new story of fairy tales. The uniqueness of the concept that different with other fairy tales makes this series serve a different story of fairy tales which are never made before. It arranges the story based on the characters that is compiled and related to each other. Similar with fairy tales, the dominant characters on *Once Upon A Time* are women. The characters that very visible here are Snow White and the Evil Queen. The female characters are depicted as active women who struggle for their urge. In this series the female characters depict more linear, realistic, and active.

The one that makes this TV series differ from other is the setting that depicts two different worlds, switching between fairy tale world which magic still exists and the real world which is world without magic. As Horowitz, one of the executive producers of *Once Upon A Time* (2011) states on an interview that if we can go to two different worlds and see two different sides of this characters, that was a new way to explore the characters and what make them tick, and come at them from different angles. From his statement he seems like mixed two different part which are related to our life. The producers are trying to reflect the story related to our life today. He wants to reveal the audience that there are changing in every characters even she portrays the protagonist as the antagonist and vice versa. The female characters are depicted more active, although, she represents a good girl. The different worlds that the characters exist are as the media to show the audience two different sides of the characters.

In analyzing this study, the writer will use Content Analysis to identify the problems by classifying and counting the emergence of femininity that appears in the text. The writer use gender role as the basic of femininity that belief in society. Femininity is the society construction about women behavior which is based on traditional gender roles.

2. Methodology

This study used Content Analysis as the method to found out the representation of femininity portrayed by Snow White's female characters by counting the frequencies of depicted femininity traits. Rose (56) states that content analysis is counting the frequency of certain visual elements in a clearly defined example of images, then analyzing those frequencies. Neuendorf (10) defines that content analysis is a summarizing, quantitative of messages that relies on the scientific method and is not limited the types of variables that maybe measured or the context which presents or creates messages.

Content Analysis is one of the quantitative research that explains phenomena by collecting numerical data and analyzed by statistical research method. Quantitative is systematic and objective analysis in particular text. It essentially counts things, such as a newspaper article, a television clip, a book or other text. According Davies & Mosdell (98), quantitative technique is very important to Content Analysis because it creates technique to determine the data that objectively looked for. It also defines which sample and measurements that deals with the purpose of the research.

The population of this study was *Once Upon A Time* season 1, an American television series on 2011. It consists of 22 episodes in a whole season. This study would be taken all episodes. It consists of 606 scenes that would become the population of this study. The sampling for this study was 291 scenes of whole. The choice of 291 scenes as the sample was considered as the information that represented the point that would be analyzed. The chosen scenes are only focused on Snow White and Evil Queen characters, whether they are on fairy tales world or the real world. That would be the tools to analyze the femininity are in it.

Besides, Snow White story is identical as a fairy tales that represented feminine beauty ideal. It was proven by Baker-Sperry & Graverholz journal that they found Snow White promotes the feminine beauty ideal. It concerns to the physical appearance and the beauty to show their attractiveness. So, it would be the main point to be analyzed and answered the question research that was purposed in this study.

Coding was designed in order to define each variable of interest based on the traditional gender roles and feminine personality traits. There are two object referred to the main female characters, Snow White and Evil Queen as the determiner of sampling frame that would be analyzed by the coding. This study

used referential units categorizing the word that has same meaning in one category. So, the coding includes the concept and variable of interest. Concept is the general idea from particular characteristic, while the variable of interest is idea that supports the concept by its characteristics.

Feminine Traits

Personality:
- *Affectionate*: having warm regard or love for someone, tender feeling, fond and loving. This required a physical display of love such as a hug, a kiss, or another touch that illustrate affection.
- *Appreciative*: having or showing appreciate, expressive gratitude.
- *Doubtful*: in an experimental manner, uncertainty especially for behavior of speech.
- *Frivolous*: unworthy of serious attention, inappropriately silly.
- *Helpful*: offering help, useful, a specific action performed to give another direct assistance.
- *Modest*: having or showing humble or moderate, having or showing a regard of decencies for behavior, speech, dress and so on.
- *Nurturing*: to care for and encourage the growth or development. It showing direct interaction and often shown as mothering.
- *Talkative*: friendly and willing to talk, unwisely talking too much.

Emotion:
- *Affected*: influenced in a harmful way.
- *Ashamed*: affected with shame, the painful emotion of consciousness guilt.
- *Collapse crying*: the character puts her face down, seems like give up of something that no longer visible, cried and usually rocking shakes and sobs. The character throws herself against something (ex: a bed) as a sign of mental helpless.
- *Dreamy*: having a lot of imagination, but not very realistic.
- *Excitable*: easily to being excited.
- *Fearful*: experiencing or showing fear, lacking courage, a state of terror.
- *High-strung*: highly sensitive or nervous in temperament, being in a tense state, and easily upset.
- *Sensitive*: perception, knowledge, connected with. Enable to feeling others or circumstance.

Weak and dependence:
- *Fragile:* easily destroyed, lacking physical or emotional strength
- *Passive:* tend to not taking dominant part, receiving or subjecting without responding or initiation in any action to resistance.
- *Physically weak*: not being able to do something which using physical strength, usually needed help.
- *Submissive*: lack of power, dependent, passive, humble and ready obedience. This trait was usually in response to assertive characters.
- *Troublesome*: causing trouble, disturbance, being discuss by other characters and helped to solve problems.
- *Victim*: being a subject of torture, one who suffered in the cruel or oppressive treatment.

Family life:
- *Having children or family life*: the characters show that they are in the family circumstance, whether as the children or parent.
- *Household activities*: performing the homemaking activities such as cooking or preparing food, cleaning the house, spending time with children and another activity that related to household.
- *Marriage*: a close or intimate relationship, the act of marrying.

Tends to physical appearance:

Adjusting physical appearance for the purpose of making appearance better or more attractive that looked from body, hair, dress, and make-up.

3. Discussion
Women personality

Personality traits	Frequency code	Percent of total behavior
Affectionate	72	32.4
Appreciative	51	23
Doubtful	21	9.45
Frivolous	12	5.4
Helpful	15	6.75
Modest	18	8.1

Table 1. Personality traits

The most important personality of women is *affectionate* which received the highest percentage (32.4%). The characters are often showing their affectionate such as kissing and hugging. Second position is *appreciative* (23%), which is coded when the characters are giving their appreciate to other characters. Following this is *talkative* (11.3%) which coded when the characters are complaining, fussy, or whiny. *Doubtful* (9.45%) is uncertainty behavior especially in speech, hard to decide the decision. *Modest* (8.1%) determined by looking the characters behave such as charming, gentle, mild, softhearted, meek, and prudish. This variable is referred to respectful manner, whether to characters themselves or people around them. *Helpful* (6.75%) the behavior when the characters offering help or sincerity help people who need help. *Frivolous* (5.4%) when the characters doing some careless or silly thing that damaged herself or other people. The last is *nurturing* (3.6%) means the behavior that usually maintain as women personality that related to their contribution to their family, such as the act of bringing up, to help grow or develop, giving education and nourish the family.

Based on the chart, it can be conclude the hierarchy of women personality that depicted in the series. A feminine women should be affectionate or showing their affection especially for their beloved people. Affectionate seems like being the most important characteristic for women that usually assume as loving people. Then, women should be appreciative. Women hoped to be appreciate for any circumstance. Talkative is very related to women, it proven by the coding become the third characteristic of women personality in this category. Women are assume as talkative because their like to complaining or commenting something, their also sometimes whiny. In this series Evil Queen is represented as the one whom very talkative. Doubtful is the fourth position, it is also assumes as women characteristic because women often confuse to decided their decision by themselves, they need other people to direct them to decided good decision. And then, modest which related to good behavior. Women are should make a good impression to society, so they can be accepted. Helpful being the sixth coding, women here are rarely doing something helpful, it might be because women often assume as weakness people seems like they cannot do many things that helpful. Frivolous is related with second sex theory that assumes women are uneducated, reckless, and often doing silly. But in this series it is become the bottom two women personality. And then the last is nurturing. Women usually depicted as people who very care to their family and giving the education at home. But, in this case, the characters are seldom to show it. And most of them are prefer to have activities outside the house.

Women emotion

Emotion trait	Frequency code	Percentage of total frequency
Affected	26	18.2
Ashamed	5	3.5
Collapse crying	5	3.5
Dreamy	3	2.1
Excitable	16	11.2
Fearful	24	16.8
High-strung	17	11.9
Sensitive	47	32.8

Table 2. Emotion traits

The most women emotional trait that represented in this series is *sensitive* (32.8%). Sensitive here means when the characters are enable to feel and understand other characters situation or circumstance. And then *affected* (18.2%) is to pretend or not natural. *Fearful* (16.8%) is feeling scared or in the terror. *High-strung* (11.9%) is feeling that easily to be upset because of something. *Excitable* (11.2%) is easily

to be influenced or capable of responding the stimuli by her environment. *Ashamed* (3.5%) is showed by the characters if they affected by shame or have painful emotion of consciousness guilty. *Collapse crying* (3.5%) if the characters put their face down when they giving up of something that no longer visible, cry, shake and sob. It could be also when the characters throw themselves into something such as bed, to express their feeling. And the last women emotion trait is *dreamy* (2.1%) when the characters are having a lot of imagination that not very realistic or thinking about other thing and not paying attention what is happen in surrounding.

Based on the chart, it can be conclude the hierarchy of women emotional trait. The highest percentage is sensitive which women are very identically with sensitive people. They are having more sensibility to feeling their circumstances than men. An then, affected is one of characteristic of women. They are smart to pretend their true feeling. Fearful being the third characteristic, even women represented as brave, in this series fearful often showed by the characters. Fearful becoming a part of women emotion because women assume cannot be able to protecting themselves, they should be protecting by other characters. Following this, high-strung being the forth characteristic which depicted those women is easily to be upset. It is also related with women sensitivity to their circumstances. They easily to be upset when something happen in their family or their beloved. Women also characterized as people who excitable. They are easily to be influenced, especially with a flattery. Following this are Ashamed and collapse crying which get same percentage. Mostly women become ashamed when they do something that hurt herself or other people. Even sometimes, it is not her fault, she seems like that is happened because of her. Collapse crying is women behave to make them feeling out by using something or someone to lean on. And the last characteristic is dreamy. Women assume as people who like imagine something that not very realistic, sometimes their dream is very out of real. But in this series, dreamy characteristic is the lowest percentage that means the main characters are not women that like to be daydreaming.

Women dependence

Dependence traits	Frequency code	Percentage of total frequency
Fragile	15	6.2
Passive	25	10.3
Physically weak	26	10.7
Submissive	24	10
Troublesome	123	50.8
Victim	29	12

Table 3. Dependence traits

The most dependent characteristic of women is *troublesome* which get the highest percentage (50.8%). It is something that annoying, irritating or causing trouble to the characters. *Victim* (12%) become the second place on dependent characteristic. It is the treatment when the characters are being the object torture, the one who oppressed and suffered of the cruel. *Physically weak* (10.8%) signed by the character when they are looked cannot being able to do something with physical strength, needed help to do it by others. *Passive* (10.3%) signed by the manner of characters when they are accepting what happen or what people do without try to change or oppose it. *Submissive* (9.9%) a willing to accept the authority and obey without questioning anything that they want to do. Then the last dependent characteristic is *fragile* (6.2%), a manner that easily to be damaged, not strong and likely to become sick or ill.

Based on the chart, it can be conclude the hierarchy of the dependence of women that depicted in the series. The most important thing which makes women being dependant people is because they are got so many problems even it is coming from her or other side. Following this is victim, which is women is being the victim whether from the men or the other women. Then, physically weak which make them limited to doing what they want. Passive and submissive here are related to the patriarchal system that makes them accepting whatever they got without any fight to have their rights. And the last dependence trait is fragile, that related to their manner that easily to be broken, when something not work like that want. Dependence become one of the category of feminine traits because women assume as weak people, they need other people by them side to support or help them in any condition.

Women in their family life

Family life	Frequencies code	Percentage of total frequency
Having children or family life	22	34.2
Household activities	24	37.5

Relationship	61	28.1

Table 4. Family Life

The important point is women should be able to doing the *household activities* (37.5%) means when both main female characters are perform working in home or household such as cleaning the house, cooking or preparing food, and spending time with children. Following this is *having children or family life* (34.4%) means that the characters depicted being a part of family. For example are being a biological mother or stepmother and also when the characters are depicted gathering with their family. The last one is *relationship* (28.1%) means the characters intimate relationship with men, whether they are already married, still in a relationship or in affair.

Based on the chart, it can be conclude the hierarchy of family life for women that depicted in. The important characteristic of family life is women should be able to do the household activities such as cooking, cleaning home and other domestic activities. The household activities are aimed to serve her husband and children when they are married. Having children and family life become the second characteristic of women in family life. Women identically with their reproduction to giving birth a child or children. In other hand, women are the one who very concern with the marriage. Marriage seems like an important thing that represent in this series. The last characteristic is relationship. Relationship is also important for women, but it is not the real aim. Relationship is a way to know each other, if he is appropriate to be her spouse when they are married.

Western concept of femininity is similar as women in media that created women into two images: good women and bad one, that defined by Wood (33):

> Good women are pretty, pure, selfless, differential, and focused on home, family and caring for others. They are subordinated by men that usually cast as victims, angels, martyrs, and loyal wives and helpmates. In other hand, the image of bad women is witch, bitch, whore and nonwoman, who represented as deceitful, dangerous, sinful, hard, cold, aggressive and all of thing that good women supposed to be.

Those kinds of imagery that stated are appropriate with the main female characters in *Once Upon A Time*, Snow White and Evil Queen. Snow White who depicts as protagonist is brought the good women characteristics. It proved by the percentage of femininity traits that has been counted, the protagonist getting higher percentage of household activities, affectionate, and victim than antagonist.

Household activities become one of the importance characteristic of feminine trait, like Bordo (171) states:

> Culture, in America, still widely advertises domestic conception of femininity, the ideological moorings for a rigorously dualistic sexual division of labor that casts women as chief emotional and physical nurturer. The rules for this construction of femininity require that women learn to feed others, not the self, and to construe any desires for self-nurturance and self-feeding as greedy and excessive.

From that statement, Bordo tries to explain that in our society, a feminine woman is relating to the domesticity. In this case, women are expected to deal with the household activity in which they have to responsible of domestic affairs that similar with the forth value of the cult of womanhood. Women are making a home (responsible in kitchen, bedroom and home) and having child. Domesticity is explained by family life category in which evokes the household activities as the important characteristic of women. This characteristic expected women to be able or qualified to shelter and serve their family. The second characteristic is having children or being a part of family that explained one of women purpose of life is marriage, it usually appear on fairy tales. Having children and being a part of family can be reached by women only by marriage. Protagonist usually depicts as a loyal wife who faithful with her husband or partner.

The protagonist characteristics are similarly as Snow White character in *Once Upon A Time*. She is a faithful woman who only loves a person, Prince James. Even there are so many obstructions and cursed that try to prevent her relationship with Prince James, but Snow White and Prince James still love each other and always meet each other. It means that Snow White as protagonist in this series also depicts as a loyal wife or lover toward Prince James. Snow White character is depicts as a woman who seeking of her love, she sincerely do anything in order to meet her love. The character also depicts that her purpose is marriage. Her purity is depicted by her appearance that always natural and simple. Her selflessness proven

by her behave that she is not selfish, she willingly to sacrifice her life for other people, especially Prince James.

Evil queen or Regina is depicted as a Queen who has witchcraft ability. She can be categorized as a witch that related to antagonist characters in fairytales. Antagonist is identically with bad woman. Bad woman has some characteristics, such as violent, aggressive, jealously and has multiple sexual partners. In *Once Upon A Time*, Regina Queen depicts aggressive and active person also. She is aggressive in case to accomplish her revenge to Snow White. She is doing anything to disturb Snow White's life, especially her relationship with Prince James. Actually, the loss of love is the cause of Queen Regina grudge. She lost her beloved because of Snow White confession about Regina's relationship which make her mother angry and killed Daniel. After that incident, Regina changes and hates Snow White. She is becomes heartless and she dislikes people who concern with their love or family. She seems like envious with people who concern with their love or family because she never feels it. It similarly with Curti's (67) statement in *female stories, female bodies*:

> The paranoid state in soap is nearly always linked either to the loss of love or to the impossibility of accepts it, and its subsequent displacement… These are some of the conditions for which the enclosure room becomes the space of paranoia, the non-place for the self, the space for other: the other is not there, so the room is the setting for his absence.

From the statement, it also related to Regina feelings that she cannot accept Daniel's death. She tries to make any relationship with some men, but she just assumes them as her objects to release her emotion. It is related to bad woman that has multiple sexual partners. In *Once Upon A Time*, when Regina is still being King Leopold wife, she has an affair with Genie. It is because Regina does not receive King Leopold love. Besides, in the real world, she has intimate relation with Graham without getting married. Even she has many partners, she still suffered because of Daniel's absence. No one can change Daniel position in Regina heart.

Women submissiveness is showing by both characters. Snow White submissiveness is signed by her obedience in men, such as Prince James, Rumplestiltskin and the Dwarves. She is helpless without them, she needs the Dwarves to help her to save and meet Prince James; asks Rumplestiltskin to help her to forget Prince James and also kill Regina; and Prince James makes her alive by kiss her after she eat the poisonous apple from Regina. Even Regina Queen depicted as the powerful character in this series, she is also a patriarchy woman. She needs men, such as Rumplestiltskin, to help her plans work. Actually, Regina Queen is helpless without men, her strong impression is supported by men behind her. She cannot do her plan without the men help. Rumplestiltskin character here being the sign of patriarchy of the series. So, even though the main female characters of *Once Upon A Time* are seemed depicting as strong women, they are still affected by patriarchal system.

Once Upon A Time, as a TV series that tells about fairy tales seems has a different perspective to emerging the main female characters. The main female characters are depicted as princess or queen that a bit different from most princess and queen depicted most in fairy tales. The main female characters in *Once Upon A Time* are depicted in two imagery, characters of fairytales and characters of real world. The main female characters in fairy tales are portray in long hair. In other hands, they are portraying in short hair when they act in the real world. Their wardrobes in both worlds are dominating by trousers than dress or gown. In contrary, their behaviors are still following the feminine traits even their appearance is a bit changing.

The changing of femininity is influenced by woman movement or feminism. Third-wave feminism is the movement which very influenced the changing of femininity. In third-wave, woman get education and more realize about gender equality. This wave is related to the media that often represent women in many media, especially entertainment and advertising. Media seems construct women ideal that also being a factor of the femininity changing.

4. Conclusion

From the result, it can be concluded that the main female characters of Once Upon A Time are represented new femininity. Even though, the characters seem a bit masculine and independent, they are still obeying the patriarchal system. They cannot make they urge without men help. The main female

characters are still devoted to the main traits of traditional feminine traits, such as domesticated. Their strength is camouflage because they are men behind them. The changing femininity is influenced by woman movements that fight for gender equality. The female characters show many masculine attributes, such as short hair and wearing trousers. It aims to make a new representation of women. The movement, especially third-wave, is weak because the media. Media seems constructing women ideal image that often take for granted by women. It makes women being the object of patriarchy unconsciously.

5. Works cited

Barlow, T., *Femininity*, n.d, web 9 January 2013, http://www.transnationalhistory.com/uploadedfiles/reference/transnational/about/femininity.pdf

Baker-Sperry, L. & Grauerholz, L., 'The persevasiveness and persistence of feminine beauty ideal in children's fairy tales', *Gender & Society*, (2003): 711-726.

Barker, C., *The sage dictionary of cultural studies*, London: Sage publication, 2004.

Coca, A., A reflection on the development of gender construction in classic Disney films, *Amsterdam Social Science*, (n.d): 7-20.

Curti, L, *Female stories, female bodies narrative, identity and representation*, London Macmillan Press Ltd, 1998.

Davies, M & Mosdell, N, *Practical research methods for media and culture studies: making people count*, Edinburg: Edinburg University Press, 2006.

England, D Descartes, L Collier-Meek, M, Gender role portrayal and the Disney princess, *Springer Science Business Media*, (2011): 555-567.

Kesselman, A McNair, L & Schniedewind, N, *Woman: image and reality a multicultural anthology*, 4th edn, Boston: McGraw-Hill Publisher, 2008.

Neuendorf, K, *The content analysis guidebook*, London: Sage Publication, 2002.

Peksen, S n.d, Children's literature as a tool for gender appropriation

Radish, C, *Co-creator/executive producer adam horowitz once upon a time interview*, 2011,web 18 December 2012, http://collider.com/adam-horowitz-once-upon-a-time-interview/121906/

Walters, Margaret 2006, *Feminism: a very short introduction*, Oxford University Press, USA.

Wood, J, Gendered media: the influence of media on views of gender, University of North Carolina, (n.d): 31-41.

Yates, Susan, *Simon de beauvoir and the second sex: fifty years on*, n.d, web on 5 May 2013, http://www.transformationsjournal.org/conferences/2001/articles/susan_yates.pdf