

ABSTRACT

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This research aims to analyze how female masculinity is represented through movie posters. Female masculinity is a woman who displays characteristics usually associated with men, such as strength and courage because female masculinity is related to gender topics with the principle that both men and women can have masculine traits. Movie posters were chosen as objects and data because they are visual media that are able to convey messages and shape the audience's perception of movie characters and stories. A multimodal approach analyzes how visual and textual elements in movie posters, including images, colors, composition, and text, represent female masculinity. The main objective of this research was to find diverse representations of female masculinity contained in movie posters using multimodal analysis. From the 10 posters analyzed, there were 14 female characters in the different movie posters. The research results show that 7 of the 14 female characters in these movie posters belong to the butch realness category; 6 belong to the femme pretender, and 1 to the male mimicry. Fag drag and denaturalized masculinity are the types that is not contains in this research.

Keywords: Female masculinity, movie poster, multimodal analysis

