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## Gender Stereotype Portrayal on Hardworking Women In “The Intern” Movie Director’s Perspective

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### Abstract

As the film industry developed, movies became a concern for some people. One of them is feminists, feminists are starting to infiltrate the film world, and like actors and directors, like Nancy Meyers, Nancy is a gender equality person. The purpose of this research is to find similarities between the characters in the film *The Intern* (Jules Ostin) character and the director and the reasons why the director included those elements. This research uses a qualitative descriptive method and the sources are the film itself (*The Intern* 2015), transcripts from the film and news media. Based on the results of this study, it can be concluded that there are similarities between the life of the director and the character of Jules Ostin. The director tries to include and portray several elements of feminism and gender stereotypes that are presented through the director’s own biography, and also emphasizes that the director (Nancy Meyers) wants people and views to notice a woman when she brings this subject in the film to change and consider them equal to men. in matters of life or choosing a profession.

**Keywords:** feminism; feminist perspective; gender stereotype

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### INTRODUCTION

Feminism’ is a wide range of political movements, ideologies and social movements that share the common goal of defining, asserting and achieving political, economic, personal and social equality between the sexes. The starting point of feminism is the search for equality and justice for women in all areas of life and the creation of equal opportunities for women to obtain resources that are otherwise freely available to men. Because feminism encompasses many fields of research that deal with the history of women and oppression, and the possible ways out of the “concerns of the author and establishing his own literary canon. Feminism is indeed a serious attempt to analyze, understand and explain, because femininity has many psychosocial and cultural constructions. (Raina, 2017).

Literature and human life are closely intertwined. The film is one of the works of literature. In textual studies, film has the same status as the most important genres of poetry and novels. A film portrays a real-life scenario or story based on human problems. Thanks to its merits, the film becomes the first choice of the audience. For example, the audience can learn about human problems, have fun and expand their vocabulary by watching movies. Today, movies take a significant part of the media products that people consume. film is seen as a vehicle for individual and

social change, influencing public perceptions, including attitudes to proposed current social issues. (Kubrak, 2020).

(Tan, 2018) It is argued that the plot of a film usually differs from real-life events and is one form of mass communication that has the power to influence public perceptions (films as a collection of content from local sources). As the audience is influenced not only by the message of the film but also after a longer viewing, films have a huge impact on the human mind. Movies are therefore part of the mass media and play an important role in either conveying messages to the audience or at least influencing the audience to act or judge something, such as how teenagers dress and talk today. Like that movie *The Intern* A 70-year-old widow becomes a senior intern at a fashion website, where she forms an unlikely friendship with the company and its workaholic CEO. This study focuses on how gender stereotypes are presented in film as described above. A study titled “Gender Stereotypes Portrayal on Hardworking Woman” in “The Intern” Movie Director Perspective. This is the subject of the researcher’s interest.

This study provides an understanding of how gender stereotype portrayal on hardworking character in “The Intern” movie from director’s perspective. Thus, the research provides knowledge and information related to selected topics of respondents, recent research and related websites

in a way that is useful for everyone. Practical Significance In practice, this study should provide benefits and problem solving for writers, moviegoers and women. Social relevance. This research is important to society because it helps the community learn more about what feminism is, how it works, and how it affects the lives of each person who is presented (Naznin Tabassum, 2021).

From several previous studies that the researchers found, these journals explain how female characters are described as leaders where women can also fill in/do the work done by men. In several other journals such as "Lady's Battle for Equivalent Testimonial in American Moderate Period Portrayed in Iron Jawed Heavenly Messengers Film" and "The Women's Oppression and Struggle in the Movie Suffragette and Iron Jawed" it is explained that women find it difficult to occupy the place of men and tend to get stereotyped. weaker than men. This makes the researcher want to describe how women are portrayed as tough, able to lead, and hard workers as portrayed by Jules Ostin's character through the film *The Intern*, where this makes this research a differentiator and renewal from previous journals through the perspective of a liberal feminist.

The feminist theory used to analyse Shirley Conran's novel *Crimson* proposed (Handayani, 2018) is discussed in this chapter. Feminist theory, or more broadly the politics of feminism, is the basis of feminist literary criticism. It criticizes literary language using feminist ideology and principles. Looking at the economic, social, political and psychological forces present in literature, this school of thought attempts to analyze and describe the narrative of male dominance presented in literature. It can be said that this way of thinking and criticizing works has changed the way literary texts are viewed, studied and taught. We discuss here two theories, which are liberal feminists and radical feminists. According to (Mardiyani, 2022) Liberal feminists prefer to focus on equality, not only interpersonal but gender equality more generally, radical feminists tend to see gender difference as the basis of power. So, strangely, neither approach takes gender difference seriously, even if it contradicts itself. Rather, they see it as an effect of power, not as real in itself. In contrast, many of the theories discussed in this and the next section take the category of woman seriously and seek to develop an ethics and politics for it. After looking at feminist theory in general, below is feminist theory empowerment based on several types of situations that occur in the social work environment. According to (Turner et al., 2015) Feminist and empow-

erment theories are particularly important for understanding the individual and sociopolitical levels of social work evaluation and intervention. Feminism emphasizes the importance of the social, political, and economic structures that form human society, and emphasizes that gender must be considered when considering the effects of oppression and domination, power, and impotence in our society.

Feminists support all aspects of feminism, here are several feminisms. Individual ignorance is the basis of gender bias. Education is seen as a useful tool to combat discrimination based on ignorance. As a way to change individual attitudes and behaviours, it is possible to regulate (legislate) gender discrimination. Take, for example, the Sex Discrimination and Equal Pay Act of 1970. Overall, the position of women in our society has improved significantly over the past century. Although women and men have the same legal rights, they do not have the same social status, but men still usually have a higher social status than women. Women's Liberation seeks to free women from oppressive gender roles: gender equality and sexuality. Economic advances, unequal opportunities and civil rights were all the result of liberal feminism. Liberal feminism is a feminism that focused on the characteristics of liberal feminism to achieve equality between men and women. Liberal feminists believe that if everyone in society supports the combination of positive male and female characteristics, then everyone will have equality and no one will think that women are subordinate to men said (Gunawati et al., 2021). The next type of feminism is Marxist feminism, Cited (Armstrong, 2020) The oppression of women and women began with the establishment of private property. Capitalism is the cause of women's oppression. Order: The capitalist system must be replaced by a socialist system, where the means of production belong to one and all. Rejecting the abstract individualism of liberal feminism. Emphasizing our social nature, because our consciousness is determined by our social existence (class, the quality of our work). A woman's self-concept is a product of her social existence, which is largely defined by the work she does, which is largely reduced to private housekeeping and the reproduction (rather than production) of the species. Emphasizing economic factors, Marxist feminists view women as a separate economic class rather than as individuals, analyzing the relationship between women's employment status and their self-image. Capitalism maintains the subjugation of women by reinforcing their economic dependence on men.

Implications for the Comparable Values Debate, Homemaker Pay, Women's Double Day. The weaknesses of Marxist feminism are the blurring of the differences between the different economic classes of men and women and the inability to make room for things that are not related to the nature and function of work (gender-sex system). The next type of feminism is Radical feminism, (Tanwar, 2018) Said that the lens of sex/gender and sexuality, Impact: to some extent the Black Power movement and other social and progressive movements of the 1960s. the core concepts of radicals are biology, gender/sex system, patriarchy, power, dominance and hierarchy. Explanation: Women's biology is closely related to their oppression and all forms of sexual violence. Reception: Their concept usually revolves around female biology, possibly androgynous (radical liberation feminists), separatism (radical lesbian feminists), and restoration of authentic female nature (radical cultural feminists). Key Takeaway: Gender differences between the sexes are built into almost every aspect of our lives and are so pervasive that they are often unrecognized. Gender is the undisputed framework in which we perceive and interpret the world. Radical feminists do not appeal to women as an economic class, but as a class defined by a sex/gender system. Sexuality is the root cause of oppression. Women are oppressed because they are women. The next type of feminism is socialist feminism.. (Badak, 2015) It is said that the main concepts of socialist feminism, influencing Marxism, psychoanalysis and radical feminism, are the unity and integration of the capitalist system and the patriarchal explanation: the complex multiple forces that determine the oppression of women, including economic, social and psychological. Socialist feminism seeks to combine the best ideas of radical and Marxist feminism. Imperialism, racism, capitalism and male dominance are all intertwined and inseparable. Socialist feminism is still more specific than universal and biological than historical: it recognizes all the important differences between people, including class, gender, age, race, ethnicity, nationality and sexual orientation. Women, like all people, are fundamentally shaped by the social relationships in which they live. The life experience of women is shaped by all these different dimensions. Refuses to reduce oppression to one type or cause. The next type of feminism is psychoanalytic feminism, the oppression of women and has to do with how it solves the Oedipus complex. Through the prescriptions of child rearing and the reconceptualization of the Oedipal stage, women must gain insight into how

their psychic life, especially their sexual life, was structured when they were still babies. A weakness of psychoanalytic feminism is that female sexuality overshadows male sexuality. Psychoanalytic feminism has taught us something very important: no one can speak for all women, and sometimes no one said (Voela, 2016).

A discussion of feminist theory and various forms of feminism would be incomplete if we did not discuss the concept of gender stereotypic oppression, which is very closely related to elements of feminism. (SS, 2019) Said that oppression is a form of injustice. Oppression is the unjust use of power, law, or physical force to prevent others from being free or equal. The verb oppress can mean to hold someone down in a social sense, as an authoritarian government can do in an oppressive society. It can also mean to burden someone mentally, as an annoying idea with psychological weight. Oppression is a condition that occurs when societies oppress people or when people are weak and unable to resist being oppressed by others. In real life, people don't run away from oppression. Feminism is the belief that women should be equal to men, but they are not like all activities, especially organized ones, that support the rights and equality of women and men. At the heart of feminism are economic, social, political and cultural differences in power and rights stated (Arizah, 2019).

## METHOD

A descriptive qualitative design is used in this study. According to (Guzman & Oktarina, 2018), the purpose of qualitative research is to obtain a comprehensive understanding of the phenomena experienced by the researched through various scientific methods, using word and language descriptions in a specific natural environment and in a special way. The purpose of this study is to analyze the relationship between the biography of the director and the character of the film presenting managerial feminism and hard work presented in "The Intern" Movie.

The object of this study, (Sugiono, 2015) defines the research object as a scientific objective to obtain valid and reliable information about specific variables with a specific purpose and task. Intern's film, director's biography and social media are part of this study. There are two types of data in this study: primary data and secondary data. Primary data refers to first-hand information collected by the researcher himself, while secondary data refers to information previously collected by someone else. said (Ajayi,

2023) The transcript of the movie "The Intern" serves as the study's primary source of information, while secondary data are gathered from news interview, screenshot image, articles, journals, and other sources. The method to collect the data the researcher follows the step: 1) The researcher re-watches the movie to get the data to answer the statement of problems while read the transcript of the movie. 2)The researcher also Classifying the data in forms of narration and conversations in the movie which are related to the topics of feminism. 3)The researcher is looking for another data to strengthen the evidence from news and interview of the director. 4)And in the end the researcher trying to relating the classified data to the theoretical framework. In analyzing the data, the researcher uses three components; data reduction, data display, and conclusion drawing and verification stated (Miles et al., 2013).

The technique of analyzing the data, the researcher uses three components; data reduction, data display, and conclusion drawing and verification. The data reduction as stated by (Sugiono, 2020), reducing data entails summarizing, selecting the most important aspects, concentrating on the significant aspects, and looking for patterns and themes. The fewer data will provide a more precise picture and make it simpler for researchers to collect additional data and locate it as needed. (Nasution, 2020) defines the process of sharpening, classifying, categorizing, directing, removing unnecessary data, and organizing data in such a way that the collected data can finally be verified is known as data reduction. The researcher selects relevant data from the entirety of the "The Intern" movie during this step. The data display according to (Rijali, 2019), Data presentation is an activity when collecting information structured, so as to provide the possibility of with draw conclusions and taking action. Form of data presentation Qualitative can be in the form of narrative text in the form of field notes, matrices, graphs, networks and charts. In this research the researcher displays and analyzes the data in narration form when displaying it. The conclusion and drawing verification by the researcher is (Liang, 2019) Defines a third type of data activity for inference and verification. The researcher wrote an analysis of the findings regarding feminism in the book "The Intern" Film. After collecting the data, the researcher analyzes the following steps: (A)Analysis of feminism in The Intern Film using the theory of feminism, (B) A researcher wrote the results of the analysis of feminism presented in the film. (C) draw a conclusion based on the result of the analysis.

According to (Sutriani & Octaviani, 2019) In order to avoid errors or mistakes in the collected data, it is necessary to check the correctness of the data. Checking the accuracy of information is based on the criteria of trust (reliability) using triangulation techniques, stability observation, mutual expert evaluation. In qualitative research, researchers must strive to obtain valid data. Therefore, when they collect their data, researchers must ensure the validity of the data so that the data obtained is incorrect (wrong). A verification technique is needed to determine the accuracy of the information. The application of control methods is based on several specific criteria. Test the reliability of the material or rely on the information obtained as a result of qualitative research. This is done inter alia by extending findings and increasing consistency in research, triangulation, peer discussion, case study negative control and member checking. 2) In qualitative research, transferability concerns questions to the extent that the research can be applied or used in other situations. Transferability depends on the user when it comes to research results that can be used in other social contexts and situations. Therefore, researchers must make a report with a detailed, clear and systematic description to be reliable. In this way, the reader can find out and decide whether the research results are applied elsewhere or not. 3) Reliability testing is done by reviewing the entire process study. It often happens that the researcher does not honestly carry out the research process, but the researcher can provide information. Therefore, reliability must be tested. Reliability testing is usually done by a group of independent inspectors or inspectors to check the overall effectiveness of the researchers in conducting the research. If researchers do not have or cannot demonstrate their activities in the field, the credibility of the research is questionable. Researchers must be able to demonstrate that a whole range of research processes, starting from defining the focus/problem in the field, collecting material, analyzing data and reaching a conclusion. 4) The control test is similar to the reliability test, so that the test can be done at the same time. A confirmatory test means testing the resulting study. If the research findings are a function of the research process conducted, then the research has met the standards of verifiability.

## RESULT & DISCUSSION

### Data 1

\*Ben drove Jules home to her house\*

Ben: You started this business all by your-

self a year and a half ago, and now you have a staff of 220 people. Remember who did that.

Jules: Who? Thank you.

Ben: And I hate to say it, but try to get some sleep.

#### Data 2

This makes the researcher interested that Jules' character is described almost the same as the director. Referring to The Guardian News (Freeman, 2015) interviewing Nancy Meyers and said that "Meyers' continued interest in a personal and mostly female script, especially at a time when Hollywood was never interested in so-called 'Superman, Batman, Anything man' movies, made her more extraordinary. She is a 65-year-old woman and a good A bona fide A-list Hollywood director whose films have grossed hundreds of millions of dollars, she says she was unusual in 1979 when she started Private Benjamin at the age of 29, but the fact that she is still considered extraordinary in 2015 surprises no one anymore. than her. (G. Int. Par 5. 2015)

#### Data 3

\*Jules and Cameroon are talking about Jules' skills in leadership which are questioned by company officials because they are considered unable to lead the company properly.\*

Cameroon : they would like us to consider the possibility...

Jules : Okay.

Cameroon : ..of meeting with some potential CEOs.

Jules : Wow. i did not see that coming. why? uh... Am I too inexperienced at running a business? I didn't go to Harvard? My methods aren't by the book? I mean, isn't that how we got here? Really? I need adult supervision? Could we be doing better? We hit our five-year goal in nine months

Exactly : Jules, we can't keep up with our own success. You know that.

#### Data 4

As mentioned by the researcher, this film contains elements of feminism, one of which is gender inequality. Where Jules' character is depicted as weak and inappropriate to be a leader is very closely related to the life of the director. According to the Guardian News by (Freeman, 2015) I don't know what they were thinking," she says. Perhaps they imagined you'd spontaneously burst into pregnancy without supervision, I say. "I was pregnant, but I hid it! Can you imagine? So, yes, things have moved on from then. But do

women have equal rights in Hollywood? No." What I don't understand, I say, is that given that her films are so successful, and made for relatively little, why don't studios look at them and say: "We should make more movies like these?" or, "Maybe we should trust more female directors"?. When I've asked studio executives about the lack of female directors, they always give the same two contradictory answers: that women don't feel comfortable being in charge, or that people don't like taking orders from bossy women. (G. Int. Par. 16-20. 2015)

Meyers looks more frustrated than ever: "OK, well the first part we know is not true – women are in charge of so much, and enjoy being in charge. And people don't like bossy women? You know, I have directed very big actors and what they like is leadership. So [that feeling] doesn't exist in the acting community. But does it exist in the executive community? It's obvious, it's a boy's club. But I honestly believe things are changing. I've been doing press on movies for 35 years, and this is the first time anyone's talked to me about this, and everyone I've talked to has asked me about this. I think the conversation is out there now." (G. Int. Par. 21. 2015)

#### Data 5

Jules : Go on. Tonight? (Ts. P. 35/89)

Matt : Yeah, okay. You're working, so Paige and I are gonna go to my mom's for dinner. After school's Ruby's birthday party. and what about next Monday? Do you know yet if we can go to dinner with Robbie and Annie? (Ts. P. 35-36/89)

Jules : Oh, I'm so slammed next week. I'm sorry. If you wanna go, I'll make it. When was it? (Ts. P. 36/89)

Paige : Oh, my God. Monday. (Ts. P. 36/89)

Jules : Okay, I'm sorry. I was fixated on this tissue paper. I will be there. (Ts. P. 36/89)

#### Data 6

Fiona : So how's it going? How's Jules?

Ben : Yeah, I mean, she works on all cylinders all the time. Doesn't stop, doesn't sleep, never see her eat.

#### Discussion

From data 1 we can conclude that Jules started his career at a fairly young age and is a hard worker. Data 2 shows an interview with Nancy Meyers that she started her career at a young age at the age of 29 and shows that women can also be hard workers or can be said to

be successful at a relatively young age. From the explanation of the first and second data, it is answered regarding the first research question. That Jules' character is closely related to the past of the director (Nancy Meyers) where they both built careers at their young age, even they themselves also have the same leadership traits where Jules Ostin's character leads a fashion company and Nancy is a director where he directs and leads his crew on set.

According to data 4. Nancy explained about her life like Nancy who struggles in her work even though she gets doubts from her surroundings considering she is a woman. It is similar to the data 3 where Jules began to be questioned by company officials regarding her ability to manage and lead the company, this made it seem as if she was considered incapable of leading the company just because she was a woman. From the explanation of the data above, it is shown that we can find once again similarities in the life of the director with Jules Ostin's character. Where the director was reported from her interview that she also has experience of gender stereotypes that many doubt her as a director because she is a woman, where people around do not like women as leaders or are bossy. It was from this incident that the director incorporated elements of sexism into this film.

From the data 5 we can see that the roles in Jules' family are divided, such as Jules who is the backbone of the family's economy, and Matt (her husband) who chooses to be the home father to take care of their children (Paige). Not only that, on the data 6 we can see that Fiona and Ben, as Jules' work friends, are starting to worry about Jules' condition, who is like a workaholic without thinking about the condition of her body. From the explanation of the conversation above, it can be seen that Jules is known to be very busy and has almost no time for anything else. This aligns with the data I found from (Murphy, 2015), Nancy said "What I don't like is the female boss stereotype that I've seen in too many movies," Meyers told MTV News at a recent press day ahead of the film, when asked which stereotype drove her crazy. "She's mean, perhaps a sexual predator for the younger men in the office. She doesn't have a home life. She's unhappy." That's one of the things I love about 'The Intern,' is my character has a great relationship with her daughter," she continued. "And her daughter is in no way traumatized by having a working mother."

## CONCLUSION

From the data above it can be concluded that in the first data and the second data there are similarities between women, where women have the right to get the same portion of work and career as men (starting a career at a young age, being busy, and becoming a leader) and the data the fifth and sixth depicting women as hard workers lead to related gender stereotypes. with liberal feminist theory. Meanwhile, the third data where the director displays elements of sexism that occur is also related to the fourth data where women are considered weaker than men in all respects, this data is related to the theory of radical feminism theory.

As previously mentioned, it can be concluded that the director took several stories from his life and adapted them into the films he made, one of which was "The Intern". From a feminist perspective, it can be concluded that the director wants to show women's empowerment where women can also have gender equality without receiving negative views from the people around them. The implication of this research is that it can prove that women have equal rights to men in that they have the right to receive a positive view from the surrounding environment regarding what life decisions (career) they choose.

It is hoped that future researchers will use this research more feminism journal sources through previous studies. It is hoped that the object of this research can be expanded and not limited to liberal and radical theories so that it can be linked to many feminist theories. Not only that, the researcher also hopes that future researchers will further explore the director's data through social media and others. So that the data covered is broader, more numerous and more detailed.

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