

## **ABSTRACT**

### **Hegemonic Masculinity In Avatar Movie: A Gender Study**

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This research focuses on the analysis of hegemonic masculinity in *Avatar* (2009) movie directed by James Cameron. The objective of this research is to portray the hegemonic masculinity seen in *Avatar* (2009) movie. This research analyzes the concepts of hegemonic masculinity in the movie in which the environment & characters in this movie will be examined.

The researcher's purpose for conducting this analysis is to portray the hegemonic masculinity in the story and show how the ruling classes control and dominate the society and also to make the readers understand the aspects of hegemonic masculinity in this movie. The researcher applies a hegemonic masculinity theory by Raewyn Connell (2005). The authors used a descriptive qualitative design. The researcher concluded that the depiction of hegemonic masculinity theory based on Raewyn Connell's view can be seen through various characteristics and actions to dominate and control an environment based on social and cultural aspects. The results of this study show that each of the data points found in the movie can be categorized into different actions and characteristics such as physical dominance and power, authoritarian leadership, acts of aggression, dismissal through emotional expression, and environmental ethics denial. Miles Quaritch's character strongly depicts hegemonic masculinity where his position as head of RDA security strongly supports the practice of hegemonic masculinity.

The analysis of this study provides another perspective that is rarely noticed in the movie. This analysis also illustrates the problem of an institution that wants to exploit a resource and also commit aggression on other people's land just for the sake of their goals. This type of analysis can also provide a foundation for future research that uses different theories of masculinity to further explore the characters in the context of the movie. This is important for a deeper understanding of the structural elements in the movie.

**Keywords: Avatar, Gender, Hegemony, Hegemonic Masculinity, Masculinity**