



***Encanto*: A Broken Latino Culture in Popular Literature**

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Abstract: The aim of this article is to analyze Heroine of *Encanto* who breaks the stereotype of Latino culture. The theory of culture is “The Seven Element of Culture” to find out the element of culture that shows stereotypes of Latino. The methods used in this article is qualitative methods with data condensation, data display, and conclusion drawing or verification. The result shows two aspect culture, there are social organization and custom and traditions, which give evidences of breaking the stereotype of Latino culture. Two of them confirm the female character and the new world view as young generation change the old tradition as the stereotype.

Keywords: Stereotype, Heroine, Culture

Abstrak: Tujuan dari artikel ini adalah untuk menganalisis tokoh utama dari *Encanto* yang mematahkan stereotip dari budaya Latin. Teori budaya “Tujuh Elemen Budaya” yang digunakan untuk menemukan elemen budaya yang memunculkan stereotip orang Latin. Metode yang digunakan pada artikel ini adalah metode kualitatif dengan pemadatan data, pemaparan data, dan penarikan kesimpulan atau verifikasi. Hasil penelitian menunjukkan ada dua aspek budaya, yaitu organisasi sosial dan adat dan tradisi, yang memberikan bukti dari mematahkan stereotip budaya orang Latin. Dua aspek tersebut membuktikan karakter perempuan dan pandangan dunia baru terhadap generasi muda yang merubah tradisi lama sebagai stereotip.

Kata kunci: Sterotip, Heroine, Budaya



INTRODUCTION

Background of The Research

A stereotype is a generalized view or preconception about attributes or characteristics that are or ought to be possessed by, or the roles that are should be performed by members of a particular social group (Cusack, 2013). The number of movies portray their characters through their stereotypes, such as the Disney movies, which have numerous princess movies that portray stereotypes. The most of the Disney Princess movies use a variety of national backgrounds to support their stories. This nation also has stigmatizing stereotypes.

Stigma is a characteristic of person that is contrary to a norm of a social unit where a norm is defined as a shared belief that a person ought to behave in a certain way at a certain time (Stafford & Scoot in Link & Phelan, 2013). The sign can be recognized with a slave, a criminal, or a traitor—a person with failings who has been ritually cleansed and should be avoided, particularly in public areas. Colombia is one of the nations that is associated with this reputation.

Colombia is a country with extremely violent internal conflict going on for four decades. The conflict between militants, paramilitary organizations, and government troops is only being waged on land and resources because to drug trafficking and foreign military support. Numerous Hollywood productions that depict Colombia's negative sides have reflected this negative stigma.

Latin America is now recognized by the world, which was first used to describe the Americas in the 19th century by a French writer (Nugroho, 2016). The Latino ethnic group has origins in all races and comes from 20 different nations, each with its own culture and traditions, although they all speak the same language and may share a common religion or have been affected by one in the past.

Popular literature can be defined as what the unsophisticated reader has chosen for pleasure (Neuburg, 1897). The reader can come from any class in society. Popular literature became well-known because it is easy to understand entertainment elements that appeal to a wide audience, and since the purpose of its creation is to make money. With the stories they contain, not only books but also movies, music, and video games are becoming increasingly popular today.

The story *Encanto* tells the tale of the Madrigals, a wonderful family who live in a lovely home, a lively town, and a wondrous, fascinating location known as an *Encanto*, hidden in the Colombian mountains. Every member of the family, with the exception of Mirabel, has been given by the magic of the *Encanto* with a special talent, varying from superhuman strength to the ability to heal. Mirabel, the only ordinary Madrigal, realizes she might be her special family's last hope when she learns that the magic around the *Encanto* is in danger. *Encanto* was produced by Disney Animation Studios and distributed by Walt Disney Studios Motion Pictures and was released in November of 2021. Musical, fantasy, and humor are the movie's genres. *Encanto* win the Oscar with nominated as The Best Animated Feature. The movie outstanding hit "We Don't Talk About Bruno" become the first Disney song to reach the top of Billboard's Hot 100 list in nearly three decades, which was previously Disney had not gotten as high as this soundtrack. Many TikTok users use the *Encanto* music to convey their feelings about the movie by dancing, cosplaying, and singing it.

Literature Review

Due to the originality and significance of the research, it is necessary to consider previous studies in order to strengthen the research focus. "Gender Stereotypes Changes of Merida's Character in Disney Movie *Brave*" by Tri Winarsih, Surya Sili and Setya Ariani (2021) because of her role in the movie, Merida's character did not adhere to gender stereotypes. "Gender Stereotypes in *The Five-Year Engagement Movie*" by Latifatus Zuhro (2018) the result of the study, sixteen data points were divided into four categories of basic gender stereotypes. The research of "Gender stereotypes in *Moana* (2016): A movie analysis of the main character" by Yogi Zanualdy Ramadhan (2019) result in the main characters being distinct from the majority of key characters in Disney movies. Disney wanted to show

to the audience that Colombia is a unique nation with this issue. The Latina Heroine of the most recent movie, *Encanto*, was set in Colombia.

The Hero and Heroine display courage, bravery, gallantry, they put the well-being of others before their own safety, or reputation (Hart, 2008). In addition to saving, defending, or protecting the people of their nation (or culture), the Hero and Heroine also have the courage to defend the nation's values and way of life. In their society, the hero and Heroine are typically seen as noble, deserving, and good. With the help of *Encanto*, Heroine in Colombia saves a family.

Purpose of The Research

There have been number of research on gender stereotypes in movies, but none have been done on this movie. Compared to other movies, this one focus more on the show. The researcher sees the chance to analyze the Colombian culture as it was shown in the movie. Researcher want to analyze Heroine of *Encanto* breaks the stereotype of Latino by using culture theory by Brown (in Sitoresmi, 2017) which is called as social organization, customs and tradition, religion, language, arts and literature, forms of government, and economic system.

METHOD

The researcher uses qualitative research. Qualitative research is best suited to address a research problem in which the researcher not know the variables and need to explore (Creswell, 2012). In collecting data for this research, the researcher uses documentation technique. According to Creswell (2012), documents consist of public and private records that qualitative researcher obtain about a site or participants in a study, and they can include newspaper, minutes of meetings, personal journals, and letters. The steps of the study's data collection techniques are as follows: download, consistently watching and reading data, note-taking, data identification, and data classification.

The research procedure according to Creswell (2012), have six steps in qualitative research. They are: identify the research problem, literature review, stating the purpose and research questions, data collection, data analysis, and research report. In the Miles, Huberman and Saldana theory (2014) is applied to the data analysis in this research. With the data analysis steps, specifically: data condensation, data display, conclusion drawing and verification.

FINDINGS

Social Organization

What makes a typical family unit is defined by social organization culture, which also defines how individuals behave toward one another. It is the family pattern that matters. The grandchildren of the Madrigal family are illustrated singing to her grandmother or Abuela in data point a.



Figure 1 The Madrigal children sing a song for Abuela (00:03:58 – 00:08:47)

Based to figure 1, Heroine wakes up in the morning with help from Casita or the magically powered home. She is preparing to sing a song to the Madrigal family as she begins her day. **Her grandmother, or Abuela, set the example by raising the family for a very long time.** Her mother can prepare food that can heal any wounds, her aunt, Tia Pepa, can create weather based on her emotions, while her uncle, Tio Bruno, is not allowed to speak since he can predict the future. The main character also introduces the family's spouses: Tio Felix, who wed her aunt, and her father, who wed her mother. Heroine then presents the grandchild. Little Antonio will soon receive the gift, her cousin Dolores can hear sounds from far away, Camilo can change his shape, and her sisters Isabela and Luisa are both incredibly powerful. In the end, Heroine fails to clarify her gift.

A member of the Madrigal family is shown in data point b posing for a photo with Abuela in the middle.



Figure 2 Members of the madrigal pose for a group portrait without Heroine (00:21:53 – 00:22:24)

Heroine and her family are shown in Figure 2 enjoying Antonio's gift. **Her Abuela gives Antonio her best wishes and asks that everyone take a picture** in his room, which has been transformed into a forest to show that he has the ability to communicate with animals. Because she didn't have a gift like the other family members, Heroine left out of the picture when it is taken. She simply watches from a distance, but she wants she could be seen and share the other members' gifts.

The third data provided below the Madrigal family is shown data point c eating breakfast together, with Abuela in the middle.



Figure 3 Members of the Madrigal eating breakfast together (00:31:32 – 00:33:07)

Heroine tells Dolores in Figure 3 that Casita and the candle are not working well. However, her cousins only claimed that Heroine is the only one who worries and that Luisa's eyes are twitching, indicating that something is wrong with her. **Later, Heroine call Abuela while they were eating breakfast together, but Abuela did not like it. She orders Heroine seated next to her to remain quiet while she announces Isabella's engagement.** She then asks everyone to start the day by helping one another.

In order to fully comprehend Latinos social organization, the researcher must analyze the chosen data. Three generations make up the heroine's large family. In Latino culture, the term *familia* (family in English) also refers to a large family that consists of both biological and non-biological members. According to Nicoletti (2010), the relatives are such as *Abuelos* (grandparents), *padres* (parents), *hermanos* (brothers and sisters), *tios* (aunts and uncles), *primors* (cousins), *parientes* (relatives), and *perientes politicos* (relatives by marriage). The family member is still alive, as evidenced by the facts b and c, and consists of of three generations: the heroine family, the families of her cousins, her uncle, and her grandmother. The grandmother, Abuela, constantly positioned herself in charge of the family, making decisions and giving power to other members. The father is the head of the household. He can be powerful from the rest of the family. He has the last word in all decisions made by any member of the family. He commands the respect of the entire family.

Custom and Traditions

Customs and tradition are both written and un unwritten societal standards. It's connected to attitude. With their attitude and use of national and cultural symbolism, people can use it to warn others that they are a threat. Data point a of Abuela speaking to Heroine is the first item of data.



Figure 4. Heroine wanted to help, but Abuela is against it (00:11:18 – 00:12:40)

From figure 4, Heroine talks to her parents about staying out of the party and just nods and leaves. Heroine place some knitting crafts with candles in front of the door every member to help energize the party. **When Heroine Abuela appears, she asks to give the decoration to someone else.** However, Heroine is also willing to help, and Abuela advises her to stay away from adding more decorations. **After that, Abuela issues a warning as Tia Pepa arrives with her clown storm.** Heroine simply goes to her room after hearing her mother ask Abuela to be kind with her.

The second data point b shows Isabela and Abuela discuss about her engagement.



Figure 5 Isabela and Abuela talk about engagement
(00:32:10 – 00:33:37)

Heroine in figure 5 wants to talk to her sister Luisa about why her eyes have been twitching all night. However, Abuela chose to sit next to Heroine because she did not want any noise at the table. **Additionally, Abuela announces Isabela engagement to the Guzman family.** When she asks Dolores what time is best, she replies that she wants five babies and that it is tonight. Isabela is shock by that, but Abuela was delighted. She then requests that everyone help a citizen and begin the day.

In the first data set, Abuela forbids Heroine from helping around the house and suggests that she pass the job to a different member of the family. Isabela, Heroine sister, feels forced to marry a Guzman family member in data b, against her objections. According to Nicoletti (2010) children in Latino are given the freedom to express themselves. Boys and girls are both push to try new things and find their own solutions to problems. Latino children grow in a friendly and welcoming environment.

DISCUSSION

Researcher discovered differences from earlier studies before the movie *Encanto*, which A comparison of "Gender Stereotypes Changes of Merida's Character in the Disney Movie Brave" by Tri Winarsih, Surya Sili, and Setya Ariani (2021) is the first. The result of the study is that Merida attitude to gender stereotypes did not same as other Disney princesses since she had more dominant masculine features than feminine traits, which are contrary to gender stereotypes.

The second previous study is "Gender stereotypes in Moana (2016): A Movie Analysis of The Main Character" by Yogi Zanualdy Ramadhan (2019). The result of this study is that Moana is portrayed to have both masculine and feminine features, but that the masculine traits dominate over the feminine ones.

The third earlier study is "Gender Stereotypes in Walter Elias Disnye's Animated Movie "Sleeping Beauty" by Muhammad Asadullah and Naila Nisar (2020). According to this, Aurora is a typical weak girl who lacks self-confidence. She represents every girlish and ladylike quality, including innocence, meekness, rely on others, and being blond obedient.

The last previous research is "The Representation Of Gender In Disney's Snow White and Seven Dwarfs and Mirror Mirror Movie" by R. Dinda S Nufadilla S Jauhar Helmie (2018). The research found that Snow White and the Seven Dwarfs (1937) maintains gender stereotypes by giving femininity to the character, who is portrayed as homegrown, dependent on others, and weak. In Mirror Mirror (2012), Snow White is no longer portrayed as strong and brave character.

The primary difference between this research and the last one is that stereotypes in this research seem to be culturally based rather than gender-related. Although some groups gender-based views are obvious, the culture itself, which has important daily rules, also has an effect.

CONCLUSION

The changes of Latino stereotyping happen because of the changes in global world. The combination values between femininity and masculinity emerge the new perspective against the old tradition. The role of male in a big family is now also changed to the capability of female's way in organising family. The female open minded young generation lives in domestic area story is the point of change in *Encanto*. In contrast, the stereotype grows because of the background of immigrant from South America. They originally came to US as refugees, who lived under standard. It reflects the setting in movies that casted Latino characters as the reality. People with negative stereotypes shaped the culture of Latino. *Encanto* proves the shape of stereotyping of Latino culture change.

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