

## ABSTRACT

This research entitled “Consciousness-Raising Acts of Emily Cooper as The Third Wave Feminism Movement in *Emily in Paris* (2020)” is aimed to find out how the consciousness-raising acts of Emily Cooper as the third-wave feminism movement are depicted in *Emily in Paris* (2020) by Darren Star. The descriptive qualitative method is used in this research since the research tries to interpret a social phenomenon namely the consciousness-raising act of Emily Cooper. The data in this research are shreds of evidence taken from the movie in form of utterances and figures, books, and articles related to the topic. In analyzing the data, the researcher applies the theory of third-wave feminism proposed by Rebecca Walker. Based on the analysis, this research indicates that there are three consciousness-raising acts done by Emily. The three-essential consciousness-raising acts of Emily Cooper are manifestly in the form of a digital campaign ‘the vagina is not male’, shifting Antoine’s perspective regarding sexy and sexist, and shifting Pierre’s perspective of being basic is not always bad in terms of Paris Fashion. The film shows Emily who struggles and fights against the patriarchal culture that occurs in her work environment in Paris. Emily has raised awareness about women's fear of injustice as a form of their freedom through any kind of platform including media. She also succeeded in increasing engagement by almost 200% in her campaign in the media against sexism. Emily also convinced the world that being a woman is not the limit to everything. These findings indicate that Emily is a portrayal of a third-wave feminist.

**Keywords:** *third-wave feminism, Emily in Paris, film study.*

## ABSTRAK

Penelitian ini berjudul “Aksi peningkatan kesadaran Emily Cooper sebagai Gerakan

Feminisme Gelombang Ketiga di *Emily in Paris* (2020)” bertujuan untuk mengetahui bagaimana tindakan penyadaran Emily Cooper sebagai gerakan feminisme gelombang ketiga digambarkan dalam *Emily in Paris* (2020) oleh Darren Star. Metode kualitatif deskriptif digunakan dalam penelitian ini karena penelitian ini mencoba menginterpretasikan fenomena sosial yaitu tindakan peningkatan kesadaran oleh Emily Cooper. Data dalam penelitian ini berupa potongan-potongan bukti yang diambil dari film berupa tuturan dan tokoh, buku, dan artikel yang berkaitan dengan topik tersebut. Dalam menganalisis data, peneliti menerapkan teori feminisme gelombang ketiga yang dikemukakan oleh Rebecca Walker. Berdasarkan analisis, penelitian ini menunjukkan bahwa ada tiga tindakan peningkatan kesadaran yang dilakukan oleh Emily. Tiga aksi peningkatan kesadaran esensial Emily Cooper secara nyata berupa kampanye digital 'vagina bukan laki-laki', menggeser cara pandang Antoine tentang seks dan seksis, serta menggeser cara pandang Pierre menjadi basic tidak selalu buruk dalam fashion mode Paris. Film tersebut menampilkan Emily yang berjuang dan melawan budaya patriarki yang terjadi di lingkungan kerjanya di Paris. Emily telah meningkatkan kesadaran tentang ketakutan perempuan akan ketidakadilan sebagai bentuk kebebasan mereka melalui berbagai platform termasuk media. Dia juga berhasil meningkatkan keterlibatan hampir 200% dalam kampanyenya di media melawan seksisme. Emily pun meyakinkan dunia bahwa menjadi perempuan bukanlah batasan segalanya. Temuan ini menunjukkan bahwa Emily adalah gambaran feminis gelombang ketiga.

Kata kunci: feminisme gelombang ketiga, *Emily in Paris*, studi film.