Volume 6, Nomor 2, Oktober 2025 **P-ISSN. 2721-7140**
E-ISSN. 2721-8708

PENAOQ : Jurnal Sastra, Budaya dan Pariwisata
Published by Faculty of Letters University of Nahdlatul Wathan Mataram, Indonesia.

DOI : https://doi.org/10.51673/penaoq.v6i2.2269

The Value of Character Education in Bird's of Prey Films

[1]Zulpahmi, [2]Rapi Renda, [3]Taufik Mawardi, [4]Amin Adani Harjautama
[1]*Universitas Nahdlatul Wathan Mataram,* [2, 3, 4]*Universitas Bumigora*
Corresponding author, email: zulpahmi@unwmataram.ac.id

Artikel Info

Received: *25 Agustus 2025*
Revised: *10 September 2025*
Accepted: *20 September 2025*
Published*: 28 Oktober 2025*

DOI:
https://doi.org/10.51673/penaoq.v6i2.2269

Abstract

The purpose of this study is to find out the results of the semiotic analysis of the message of women's emancipation contained in the film Birds of Prey using Roland Barthes' semiotics approach. The data collection technique in this study uses documentation sourced from primary data in the movie Birds of Prey. The analysis technique uses Roland Barthes' qualitative descriptive theory and semiotics, and the use of post-feminist theory. Taking the subject refers to the figure of Harley Quinn by looking through denotative terms that explain the relationship between the marker and the marker in reality, resulting in an explicit meaning. Connotations explain the relationship of markers and markers with non-reality, generating implicit meanings and myths explaining the customs and beliefs that prevail in society. The analysis shows that there are signs and markers of the message in this film that are portrayed with humiliation, gender injustice, and unyielding attitudes by women who fight for their rights. There are also elements of women's emancipation, that women must be equal to men in any way, such as acting, behavior, speech, and mindset. Reject the notion that women are weak people who need protection from a man. Fil Bird's of Prey is a call for women's equality through film.

Keyword: *Value, Character, Film, Birds of Prey.*

1. Introduction

The media of conveying messages to the public can now be represented through films. The existence of various invitations and implied messages has made many studies focus on seeing what message is conveyed by films. The film Birds of Prey is one example of a film that contains elements of women's emancipation messages, so this study will analyze the messages of women's emancipation conveyed by the film.

In the context of mass media, film is not only interpreted as a work of art. Film is a combination of recording and sound technology in which there are various elements such as

literature, theater, fine arts, and music. Film is also a medium in communication that can be used to convey messages to the audience (KBBI, 2016).

Film itself is a tool to convey various messages to the community. Film is also reflected as a country's culture that can change its own country. This is interesting since the first release of the film that it is very liked by the public, because a film has a combination of both verbal and visual elements. In addition to being long-form, films are also divided into various forms, one of which is short films. Short films are great to make as independent films and can be achieved at a relatively low price compared to other films (Ginting, 2022).

The film was first invented in the 19th century. The presence of movies is the answer to the diversion of one's free time after working hours and the answer to the need to enjoy leisure time economically and healthily for all family members. Movies have a huge role in fulfilling the need for entertainment for a person (McQuail and Denis, 2012).

The phenomenon of women in this subordinated position is what inspired Cathy Yan to make a film that depicts the figure differently about women. This fictional film produced by the DC Extended Universe, presents Mary Elizabeth Winstead as Helena Bertinelli. The script of the film, written by Christina Hodson, is titled Birds of Prey.

The film Birds of Prey depicts the resistance of a woman, where Harley Quinn, who is the Joker's ex-boyfriend, and several other female characters in this film, try to enforce women's emancipation in Gotham City, New Jersey, United States. The forms of emancipation that are fought for can be seen from the efforts to resolve conflicts by the main figures who are treated unfairly and underestimated. With the depiction of characters that are contrary to the stereotype of women so far, Harley Quinn and several other female characters can resolve various conflicts that exist even in extreme ways.

If we look at the feminists' struggle for gender equality, of course, it does not lead to the justification that women can commit physical violence. This then causes a polemic because it provides a different picture of female characters in a film work (Manesah et al., 2018). The image of strong and brave female characters in this film makes the colors different, so this film is interesting to research.

2. Research Methods

The method used in this research is a qualitative descriptive method. The qualitative descriptive method is a research approach used to research natural objects, where the researcher is the key instrument, the data collection technique is carried out in a triangulation manner, the data analysis is inductive and the results of qualitative research emphasize meaning rather than generalization (Sugiyono, 2014). The qualitative research method is a method that does not focus on hypothesis research, so there is no need to formulate a hypothesis in the research (Arikunto and Suharsimi, 2010).

In this study, the analysis method used is the semiotic analysis method from Roland Barthes (Ratih, 2019). The data sources used in this research are divided into two, namely:

1. Primary data, is data obtained from the first source, either individual or individual, obtained from interviews or the results of filling out questionnaires that are usually carried out by researchers (Sekaran, 2011). In this study, in the form of dialogues, gestures, player expressions and narratives in the form of audio and visuals that show the message of women's emancipation.

2. Secondary data is a source of data obtained indirectly from but from intermediary media (Kertajaya and Hermawan, 2013). In this study, it is in the form of written documents obtained from literature that supports primary data such as books, dictionaries, newspapers, magazines, and the internet.

This study uses a data analysis approach in a descriptive qualitative approach, which is a research that describes the object of research based on facts that appear or as they are (Kriyantono and Rachmat, 2014). So in this study there are several stages of research, namely the description of denotative meaning, the description of connotative meaning, and the description of mythical meaning.

3. Results and Analysis

In this discussion, it will be described how the data process will be analyzed. In the duration of 01.38.55 to 01.41.48, it shows a fun scene, Montoya and her friends retell their prowess in eradicating the evil group led by Roman Zionist. They then had the idea to name their group Birds of Prey. The funds used by this group came from Huntress who had recovered his family's money. Meanwhile, Harley Quinn herself chose to live with Cassandra Cain.



Queen Harley

There is an ego side portrayed by Harley Quinn in this Birds of Prey movie. This is shown by the scene where Harley Quinn kills several Zionist men who want to kill her. This is done by Harley Quinn to protect herself even though she knows that her actions violate government rules.



Black Walnut

Black Canary, is a metahuman with supersonic screaming abilities. After being orphaned he is rescued by Roman Sionis, who places him as a singer in the Black Masked Club, serving in his criminal organization. After being disappointed with Zionis for his cruelty to others, Balack Canary fights back with the help of Harley Queen and other companions. After Zionis was killed in their final confrontation, he along with Huntress and Montoya, formed the Birds of Prey, to jointly fight evil more effectively.



Hunter

Huntress is one of the vigilantes who fights criminals in Gotham like Batman. At an early age, he watched his family die at the hands of his rival gang. After being trained by his bodyguards, Bertinelli took an arrow and decided to clear the streets of Gotham.



Renee Montoya

Although not officially incorporated into Birds of Prey, Detective Montoya is forced to help them protect Cassandra Cain from the Black Mask. Another important thing, Montoya is used to working with Huntress. Before Renee became Question, she was one of the honest cops in Gotham City.



Cassandra Fabric

Cassandra as an adopted child who turned pickpocket to fund her lifestyle. And although he was very good at pickpocketing and retaliating, he didn't seem to possess any supernatural powers.

The meaning of the connotation contained in the scene is to feel dissatisfied with the justice system in his city. Montoya and his friends form their own group to eradicate evil.

The myth contained in the scene is that women can be strong figures who seek justice and equality between men and women. Postfeminism is considered as a mainstream feminism driven by various commercial interests without a clear feminist activity or agenda. In this case, the third wave of feminism declares itself as a feminism that develops in the academic world, is systematic and more critical (Suwastini, 2019).

The form of postfeminism that Harley Quinn applies views that women should actually be equal to men in any way. From her own perspective, Harley Quinn rejects the notion that women are the ones who need protection from men. Building the power produced by women is possible, because power is the right of every human being, including women.

The heroic actions here seem to have an implied message and contain elements of post-feminism, because basically this film invites women to carry out self-liberation actions and not to harass the ideology that has been firmly held by a woman.

4. Conclusion

Based on the results of the analysis that has been carried out, it can be concluded that the meaning of the denotation contained in the movie "Birds of Prey" in the form of a description of Harley Quinn's life struggle as an underrated main character, Detective Montoya who is not appreciated in his office, Black Canary who is restrained by his boss, and Huntress who seeks justice for past wounds, in the end they can prove their independence.

The connotation of the scenes in the film is shown how the struggle and sacrifice of those who dare to fight against strong people to prove that even though they are women who do not have power, they can defeat criminals who have great power, thus believing the myth that in today's society women are not able to protect themselves and do not have the power of men is refuted by this film which contains messages and sentences of motivation and struggle of a woman in terms of visual or verbal. The message of women's emancipation in this film is shown from the power that women have. There is strength in women that can be considered equal to men so that women are also able to make themselves strong and able to protect themselves.

Daftar Pustaka

Arikunto dan Suharsimi. 2010. Proses Penelitian. Rineka Cipta : Jakarta.

Ginting, E. 2022. Nilai Moral Pada Film Pendek Jangan Baca Pancasila Karya Rafdi Akbar. Jurnal Riset Rumpun Ilmu Pendidikan. 1 (2) : 219-226.

Kamus Besar Bahasa Indonesia. 2016. PT Gramedia Pustaka Utama : Jakarta.

Kertajaya dan Hermawan. 2013. Positioning, Diferensiasi, dan Brand. PT Gramedia Pustaka : Jakarta.

Kriyantono dan Rachmat, 2014. Teknik Praktis Riset Komunikasi. Kencana : Jakarta.

Manesah, D., Mirnawati, R., dan Nursyirwana, N. 2018. Analisis Pesan Moral Dalam Film Jangan Baca Pancasila Karya Rafdi Akbar. Jurnal Desain, Multimedia, dan Industri Kreatif. 3 (2) : 176-187.

McQuail dan Denis. 2012. Teori Komunikasi Massa. Erlangga : Jakarta.

Ratih Yuswita Sari. 2019. Pesan Moral Dalam Film Pendek Wanita Besi Produksi Pantene Malaysia (Analisis Semiotika Rolland Barthes). Skripsi. Program Studi Ilmu Komunikasi. Fakultas Dakwah dan Komunikasi. Universitas Negeri Sunan Ampel Surabaya.

Sekaran, U. 2011. Research Methods for Business (Metode Untuk Penelitian Bisnis). Salemba Empat : Jakarta.

Sugiyono. 2014. Statistik Untuk Penelitian. Alfabeta : Bandung.

Suwastini, N.K.A. 2019. Perkembangan Feminisme Barat Pada Abad Ke-delapan belas Hingga Postfeminisme. Jurnal Ilmu Sosial dan Humaniora. 2 (1) : 1.