

ABSTRACT

Eka Kartika Wijaya. 1135030074. The Stereotype of Blonde Women in *Legally Blonde* (2001). An Undergraduate Thesis, English Literature Department, Faculty of Adab dan Humaniora, Universitas Islam Negeri Sunan Gunung Djati, Pembimbing: I. Dr. H. Yuyun Nurlaen, M.Si., dan II H. Lili Awaludin, S.S., M.A.

Key words: stereotype, blonde, women, *Legally Blonde* movie.

Stereotype is assessment towards someone based on perception of towards some group that people come from. As the stereotype used in this research is *Legally blonde*. The researcher interests to discuss the stereotype of blonde women to this movie. The research questions are about the stereotype of blonde women and blonde women characterized in *Legally Blonde*. This Research aims to know the stereotype and the characterization of blonde women in *Legally Blonde*.

The main theories of this research are Wood and Wolf about women stereotypes to answer first and second question and supported theories in this research from Hourihan and Robbins about stereotype and character to answer both of question.

The method of this research is qualitative method. Application of the method of qualitative research means the data generated in the form of words or sentences in the form of quotations.

The results of this research are; the stereotype in *Legally Blonde* movie, blonde woman (Elle) usually assessed by people perspective and one of the influence is media. Media lead people to asses women based on appearance. Then, stereotype leads women to choose either beauty or intelligence, not both. Therefore, women do not have own beauty standard of themselves. At last, stereotype evaluate that women are weak. Thus, the stereotype of blonde women in *Legally Blonde* can be clearly known that stereotypes of blonde women almost negative and not all of stereotype about women almost negative.

Base on the research to stereotype of blonde women the conclusion is *Legally Blonde* (2001) can be categorized having some women stereotype. Through *Legally Blonde* (2001) movie prove that not all blonde women stereotypes are true.