

## AN ANALYSIS OF DISCRIMINATION AND ITS EFFECT IN “ELEMENTAL” (2023) MOVIE

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### Abstract

This research explores the role of animated films as a medium for addressing social issues, particularly discrimination, with a focus on the film “Elemental” (2023). Using a qualitative approach, the study analyzes discriminatory actions and their impacts on the three main characters: Barnie, Cinder, and Ember. Drawing on Dovidio and Esses’ (2010) theory of discrimination and Ayón’s (2015) concept of effects, the research highlights parts of the film depicting discrimination and its physical and non-physical consequences. The result of the current study shows that different types of discrimination were portrayed in the movie through explicit and implicit actions as well as institutional and cultural biases. These findings indicate that animated films can effectively convey information about discrimination to various audiences, especially children, in a creative and easily understandable manner. This reaffirms that animated films serve not only as tools for ideological communication but also as agents of social change. The study also dissects the negative impacts of discrimination on the mental health and family functions experienced by the main characters. Through the analysis of discriminatory actions presented in dialogue, settings, and actions in the film, the research provides a profound understanding of the main characters’ experiences in facing discrimination. In conclusion, this research reinforces the importance of using animated films as a tool for voicing social issues.

**Keywords:** discrimination, effects, film

## INTRODUCTION

Bordwell (2006) highlights that films typically presented in theaters, on television, and in cinemas using cinematic styles, narrate stories often inspired by real-life experiences. Stoddard and Marcus (2010) further note that in recent years, film has become an increasingly popular way to tell stories. With advances in technology and the rise of streaming platforms, films can reach a wider audience than ever before. This research underscores the versatile role of films as a tool capable of reaching diverse social segments and profoundly influencing human life.

Tan (2013) argues that films not only entertain but also reshape individuals’ thought processes. Some films offer a unique platform where individuals of all ages can simultaneously enjoy entertainment and education without being exposed to violence, physical abuse, or offensive language when addressing critical issues. Films could reflect real life and humanity and portray several issues like gender inequality, poverty, unemployment, and climate change. One of the things that occurs in real life nowadays is the issue of discrimination.

According to Kuncoro (2023), discrimination has persisted throughout history and remains a significant global concern, affecting individuals based on various factors like race, ethnicity, gender, and other distinguishing characteristics. Within social environments, prejudices and stereotypes often fuel biases, shaping individuals’ perspectives. Furthermore, it is crucial to highlight the effect experienced as a result of discrimination. Discrimination not only creates division but also serves as a barrier to fostering connections and understanding among diverse groups. According to Ayón (2015), by perpetuating stereotypes and biases, discrimination hinders the formation of meaningful relationships and inhibits the realization of a more inclusive society. This can lead to various negative impacts, including segregation and social isolation, limited housing options, adverse workplace environments, and exploitation, as

well as poor health outcomes such as sadness, helplessness, anxiety, depression, and stress. Moreover, discrimination can significantly affect family functions and parenting, compounding the societal challenges it poses.

Discrimination is a widely researched topic, with numerous studies exploring its complexities. Researchers from various fields have contributed valuable insights to our understanding of this issue. For example, a study conducted by Adam (2019) analyzed discrimination perpetrated by white people against African Americans in the film 'The Help'. The study explored the historical context, conceptual nuances, various forms of racism, and challenges faced by the African American characters in the movie.

Secondly, Lubis and Puspasari (2023) utilized qualitative methods, aided by semiotic theory, to analyze discrimination in the series 'Lupin' (2021). They focused on scenes to identify racism in France, examining stereotypes, unfair treatment, and violent acts. Additionally, they explored the director's choice of 'Lupin' as a platform to discuss racism, aiming for a comprehensive understanding of its portrayal in the series.

Finally, Ridwan and Aslinda (2022) employed semiotic theory to decipher the underlying message, emphasizing justice irrespective of race in the film 'The Hate U Give'. The study revealed that the repercussions of discrimination included mental health disturbances such as anxiety, depression, and stress, particularly affecting individuals of black ethnicity.

Based on the previous studies explained, it is evident that discrimination has often been explored in movies. However, most portrayals of discrimination in films tend to rely on violence and harsh language. Little research has been done on movies that depict discrimination in a different, more unique, and friendly way. One such movie is *Elemental* (2023), which takes a distinct approach to exploring themes of discrimination and racism. The film avoids explicit violence, harsh language, or demeaning words, opting instead for a unique approach that can be enjoyed by all audiences, especially children. This overall approach sets *Elemental* apart from previous research, offering a deeper understanding of discrimination, its impacts, and efforts to address it.

*Elemental* explores the adventures and diversity of the elements of water, land, and wind in Element City, which also depicts the discrimination faced by fire elements as newcomers. The inspiration for this film stems from the real-life experiences of director Peter Sohn's family when they moved from Korea to New York. This experience is reflected in the early scenes of the film, where the Bernie family experiences unfair treatment and discrimination from the residents who perceive them as a threat to the environment, rejecting their integration into society. Unlike the focus of previous studies on live-action films, the animated film under study presents the story in a light and creative manner. Various genres such as family, comedy, and drama are used to explain the issue of discrimination.

To address another significant research gap regarding the effects of discrimination, this study focuses on analyzing the movie *Elemental* to illustrate the depicted effects. Unlike previous research, which did not primarily discuss the effects of discrimination, this study aims to fill that gap. Previous studies often relied on expert opinions rather than analyzing specific scenes showing the impact of discrimination faced by the characters. They discussed the effects based on expert statements without explicitly correlating discriminatory actions with depicted consequences. Therefore, the researcher hopes to provide a deeper understanding of the effects illustrated within this film. It is anticipated that viewers can embrace diversity and refrain from discriminating against others based on differences. Additionally, it can serve as an example and teach viewers, especially children, to accept diversity and promote equality, helping them avoid discriminatory behavior from an early age.

Based on the background described above, the researchers propose the following two research questions:

- 1) How does the film 'Elemental' depict different types of discrimination?
- 2) How does this discrimination affect the characters?

## **METHOD**

This research employs a descriptive qualitative approach. Creswell and Creswell (2017) state that qualitative studies focus on what individuals think and understand about social or human problems. In this study, the researchers want to figure out and discuss discrimination and its effect in the 'Elemental' (2023) film. The goal is to understand how immigrants face discrimination and come up with solutions to reduce it in society. Therefore, qualitative data is employed.

The source of data for the current study is from the dialogues and scenes involving the main characters—Barnie, Cinder, and Ember—who experience discrimination as they try to integrate into Elemental City's society. Set in Elemental City, the movie depicts the challenges faced by an immigrant fire elemental family—Barnie, Cinder, and Ember—as they relocate and struggle to assimilate. Despite efforts to coexist, they encounter discrimination due to their fire elemental status, leading to their isolation on the city's outskirts. The film explores diversity within Elemental City, highlighting discrimination against the Ember family. Despite the city's facade of anti-discrimination, inequality persists, particularly for fire elementals, who are often segregated to the outskirts. Ember's transformative encounter with Wade, a water elemental, challenges ingrained beliefs about elemental unity. This narrative unfolds against Elemental City's conflicts, delivering a message of tolerance and unity amidst discrimination and immigrant family struggles.

For the data collection, the researchers watch the movies several times and collect the scenes which depict discrimination. Notes and screenshots of these scenes are taken as part of the data collection. As for the data analysis, after the data has been collected, the data is analyzed to answer the two research questions. The data is analyzed using the theories from Dovidio, Hewstone, Glick and Esses (2010) for the type of discrimination, and the theories from Ayón (2015) for the effect of discrimination.

## **FINDINGS AND DISCUSSIONS**

There are several scenes which depict the various types of discrimination and their effects on the characters. Some of these scenes and dialogues are presented and discussed below.

### **Findings**

#### **1. Data 1 (2:30- 2:40)**

Cinder and Barnie, a married couple, were sailing when they stumbled upon a futuristic city with advanced technology and remarkable transportation modes. However, at the checkpoint, they noticed a mural depicting racial hierarchy, revealing social status differences among the city's inhabitants.



**Figure 1. Institutional and Cultural Discrimination - Scene 1**

In this scene, Cinder and Barnie, a married couple, are depicted sailing with a small boat and a blue lantern. They are surprised as they encounter hot air balloons and airplanes heading towards the advanced city. Upon arrival, they marvel at the city's modernity, luxury, and orderliness. Their admiration deepens as they witness the advanced technology, grand architecture, and cultural diversity of the city, including various modes of transportation such as aerial routes above the clouds and submarines for underwater travel. However, directly above the document checkpoint wall before entering the city, there is a mural depicting racial hierarchy, subtly conveying the sequence of racial arrivals into the city: water-based races first, followed by land-based races, and finally, cloud-based races. This portrayal hints at social status differences among the inhabitants, despite residing in the same urban environment. Furthermore, in this scene, there is no visible discrimination as they have just entered the city of Element and are still mesmerized by the technological advancements, beauty, order, and structure present there. Therefore, they have not yet realized any discriminatory actions in this scene. Additionally, there are no effects of discrimination felt, either verbally or nonverbally, as there are no dialogues occurring yet.

## 2. Data 2 (34:30 - 35:23)

After successfully negotiating ticket discounts, they immediately went to Ember's shop to find the source of the leak. Then, Wade explained the sequence of events from discovering the leak in the canal until he emerged from the water pipe at Ember's house. Next, Ember suggested searching for the leak from the roof, followed by constructing a hot air balloon. On the hot air balloon, they discussed Ember's plan to take over the shop. Ember also shared about Garden Central Station and his disappointment for not being able to see Vivisteria there. Hearing this, Wade felt Ember's fear.



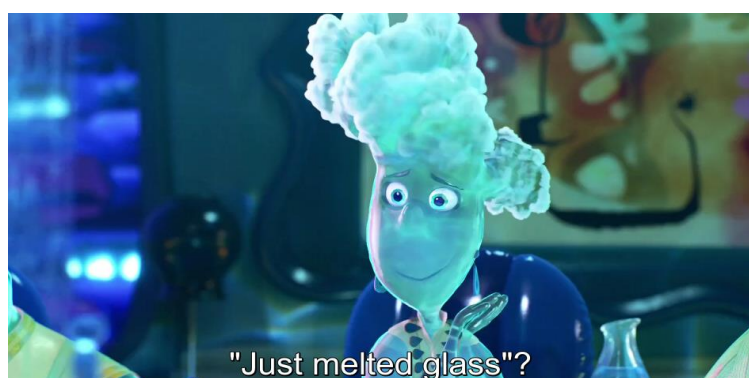
**Figure 2. Institutional and Cultural Discrimination - Scene 2**

*Ember* : *It's the only flower that can thrive in any environment. Fire included. I was so excited.*  
*Ember* : *But they said our fire was too dangerous and they wouldn't let us in.*  
*Security* : ***Go back to Fire Land.***  
*Land people* : ***Burn somewhere else!***  
*Air people* : ***Get outta here!***

In this scene, Wade explains in detail the chronology of events leading to the discovery of the leak, and Ember is resolved to uncover its origin. Despite initially planning to search in the canal, Wade highlighted the challenge due to the numerous canals. Ember then suggested searching via the roof and ingeniously crafted a hot air balloon for aerial exploration. On the balloon, they discussed Ember's aspirations to take over the shop, interspersed with Wade's uncertainty about his future after his father's passing. During the journey, Ember recounted a bitter memory of discrimination at Garden Central Station. They were barred entry to see Vivisteria due to government regulations restricting access for fire element individuals deemed hazardous. Furthermore, they faced direct mockery by other locals in public, evident from the dialogue "**Go back to Fire Land**", "**Burn somewhere else!**", "**Get outta here!**" with expressions, body language, and disdainful gazes towards Bernie and Ember. Discriminatory actions have had a lasting effect on Bernie and Ember, leaving them feeling ashamed and traumatized. They not only experienced limited access to the same public facilities as the local residents but also feared direct rejection from others. This has led them, especially Bernie, to develop significant negative stereotypes towards other elements, particularly the water element.

### 3. *Data 3 (52:12 - 58:46)*

After Ember and Wade met at the beach to gather sand, Wade encouraged Ember to talk to her father about their shop ticket. When Ember got angry and heated, the sand around her turned into glass. Then, Ember crafted a Vivisteria flower from the glass and fixed the broken door. Upon arriving home, Ember was praised for prioritizing the shop and controlling her emotions. The next day, Ember visited Wade's family and was warmly welcomed. During dinner, Ember repaired a broken teapot, impressing Wade's mother, who offered her an internship at a famous glass company owned by her friend. This offer excited Ember but also made her anxious about her future.



**Figure 3. Institutional and Cultural Discrimination - Scene 3**

All : *That was incredible!*  
Ember : *It's just melted glass.*  
Mom : *"Just melted glass"?*  
Mom : *Every building in the new city is built from just "melted glass".*  
Mom : *Yeah, it was. And I mean what I said about your talent. I have a friend who runs the best glassmaking firm in the world. During dinner, I slipped out and I made a call and I told her about you. They're looking for an intern. It could be an amazing opportunity.*

In this scene, Ember visits Wade's apartment to hear news from Gale, where she is warmly welcomed by Wade's family, including his brother, Alan. Ember is also introduced to Alan's curious young children. As they swim towards Ember sitting on a chair, they innocently ask if Ember would die if she fell into the water. This prompts Alan to quickly pull his children away, emphasizing that **they are still young and urging her not to dislike them** with a worried expression. This action shows that both water and fire elements understand the stereotypes among their races and try to prevent their children from worsening the situation and avoiding the formation of negative stereotypes against Ember's family.

Later, during dinner, Ember repairs a broken teapot in front of everyone, earning admiration from all present. Despite feeling embarrassed, Ember downplays her skill by stating that it's "**just melted glass**". This feeling may be influenced by the discrimination she has experienced since childhood, leading her to believe that her ability is not special because she and her elemental race have always been marginalized and not accepted by the local community. However, Wade's mother realizes the importance of Ember's talent and her potential for a bright future. She also explains and emphasizes the significance of "**just melted glass,**" as seen in the dialogue "**Every building in the new city is built from just 'melted glass.'**"

Afterwards, they continue their activity with a crying game, and Wade expresses his feelings to Ember until Ember cries. Later, they receive news from Gale that Ember's ticket has been canceled after seeing the tempered glass door repaired by Ember. Before leaving, Wade's mother escorts Ember to the door and informs her that she had **slipped out during dinner to contact her friend who owns the world's best glass-making company**. She offers Ember an internship opportunity at the renowned glass company. Hearing this, Wade's mother reassures Ember that she is special and has great potential for her future. Hearing this didn't immediately make Ember happy because she eventually realizes that their social status is very different. She feels that the opportunities offered by Wade's mother cannot be accepted just like that given the discrimination she has experienced since childhood. Although Wade's mother offers opportunities based on Ember's abilities, Ember feels undeserving to expect a job beyond what has been predetermined by the local community's views, which restrict Ember and her elemental race from getting better job prospects and integrating with other races due to stereotypes about their element. This indirectly illustrates a social hierarchy where certain races, such as the water element, enjoy privileges and better opportunities in various aspects of life such as job opportunities, economy, and social status.

#### 4. Data 4 (3:25- 3:37)

After obtaining permission from the city administration, Bernie and Cinder entered Element City. They were fascinated to see the diversity of races living side by side in the city. People from the earth, water, and cloud races coexisted because they needed each other. The earth people looked happy sitting together with their friends, enjoying the water sprinkled from tall buildings with artificial waterfalls to water them. On the other hand, children from the water race were seen playing on water slides built on tall buildings. Meanwhile, they also saw water gates that automatically opened to facilitate ship traffic within the city. However, when they



were too engrossed in admiring the city's technological advancements, Barnie accidentally bumped into someone from the cloud race while walking, and the person promptly scolded him by calling him "sparky," according to Barnie's elemental race.



**Figure 4. Explicit and Implicit Discrimination - Scene 1**

*Air people: Hey, watch it, Sparky!*

Explicit discrimination is evident when a local resident explicitly calls Barnie "sparky" based on his fire element, which can be categorized as mocking his race, even though no further action such as ostracism or intimidation is taken. This dialogue illustrates how explicit bias can manifest through direct verbal expressions. Meanwhile, implicit discrimination is implied in the seamless coexistence of different elemental races in Element City, suggesting an underlying acceptance and cooperation among them. However, Barnie's accidental collision with a cloud race individual, followed by the use of the term "sparky," indicates an implicit bias or stereotype that may exist within the society, influencing interactions between individuals of different elemental races.

##### 5. Data 5 (3:35 - 3:40)

In this scene, Barnie and Cinder quickly boarded a train they had noticed earlier. Inside, they attracted attention as they were using public facilities together, a rare occurrence. They were being watched by locals, predominantly from the water, earth, and cloud races, as other races felt threatened by the presence of the fire race. Amid turbulence, a person from the water race accidentally spilled water on Cinder, extinguishing the fire on her left side. Barnie promptly helped by providing dry wood from his suitcase to reignite the fire. This incident made Barnie resentful towards the water element, especially since Cinder was pregnant, making any mishap potentially dangerous.



**Figure 5. Explicit and Implicit Discrimination - Scene 2**

In this scene, the local residents openly gaze at Barnie and Cinder, creating discomfort for both of them. This happens because the local residents have a stereotype that fire elements are usually absent in the city, which is also felt by Cinder and Barnie as they explore the city. Furthermore, the local residents perceive individuals from the fire element as a threat and the lowest in social status in the city, thus tending to belittle them. This can be seen when someone from the water race accidentally spills water on Cinder, who is pregnant, and they disregard it and belittle her, without showing any guilt or apology. The local residents believe that the presence of the fire race could endanger them, without realizing that their actions could also endanger other races. This unfair treatment makes Barnie and Cinder feel unappreciated and regarded poorly by the local residents, which can damage their self-esteem and psychological well-being. Feelings of insecurity and discomfort arise when Barnie and Cinder become the unpleasant center of attention among the local population. This creates an unsafe atmosphere for them in an environment that should be friendly. Although there is no explicit dialogue showing discrimination, the indifferent attitude of the water people after nearly causing harm to others reflects Barnie's disapproval of their behavior.

**6. Data 6 (11:13 - 12:06)**

Ember is now grown up and begins managing the family shop. Her father, Barnie, shows signs of aging, coughing severely while working on kol-nuts. Customers suggest Barnie retire and pass the shop to Ember, but Barnie insists Ember isn't fully ready yet. He challenges Ember to beat his delivery record before handing over the shop. Meanwhile, Ember accidentally disrupts his mother's matchmaking services and encounters Clod, a land people teenager, who tries to persuade him to attend a festival. Despite Clod's efforts, Ember firmly declines, content with her life in the city and unwilling to venture into unfamiliar territory.



**Figure 6. Explicit and Implicit Discrimination - Scene 3**

Ember	: Yo, Clod. Can't talk, in a hurry and <b>don't let my dad catch you out here again.</b>
Ember	: <b>Sorry, buddy, elements don't mix.</b> Gotta go.
Clod	: Come on, go to the festival with me. You never leave this part of town.
Ember	: <b>That's because everything I need is right here. Plus, the city isn't made with Fire people in mind. Sorry, but it'd take an act of God to get me across that bridge.</b>

In this scene, the role of parents in shaping their children's attitudes, mindsets, behaviors, and responses to racial differences is evident. Observing Barnie, who is getting older, the customers suggest that he retire and hand over the shop to Ember by placing Ember's nameplate in front of the store. However, Barnie insists that Ember is not fully prepared yet,



although almost there. He promises to hand over the shop when Ember can surpass his father's delivery record. Feeling challenged, Ember wants to prove herself. While making a delivery, she inadvertently interrupts her mother, who is providing a matchmaking service to customers using her smoke reader. Despite of her mother's reminder to find a partner from the same race, Ember disregards it. As Ember leaves the shop, she encounters Clod, a teenage boy from the earth people race, who invites her to a festival with charming words. Ember firmly rejects Clod's invitation, explicitly stating that mixing elements is not allowed.

The scene indirectly illustrates the effect of discrimination on family dynamics and parenting, as conveyed through Ember's statement, "**Don't let my dad catch you out here again.**" This suggests that Bernie, due to his experiences of direct and indirect discrimination from other elements, may harbor negative stereotypes about other elemental races, perceiving them as dangerous or inferior. Consequently, he teaches his child to be cautious and avoid interaction with other races. Therefore, when Ember warns Clod not to get caught by her father again, it implies her father's disapproval of other races. This response to Clod's invitation may reflect how discrimination influences family dynamics and parenting patterns, as social norms and prejudices against elemental mixing could have been ingrained in Ember by her family, shaping her views on social interactions and relationships beyond her elemental community. This highlights a clear boundary between different elemental identities.

Then, Ember's statement that "**the city isn't made with Fire people in mind**" emphasizes the city's lack of accommodation for fire people, visually representing the mismatch between fire people and their environment. Ember's rejection based on elemental differences illustrates social segregation between different elemental identities, reinforcing the concept of social isolation. Linguistic expressions used by Ember, such as "**elements don't mix,**" contribute to societal norms and attitudes regarding elemental segregation. This reinforces the concept of social isolation, as Ember chooses to remain within her own elemental community rather than interact with individuals from different elements.

## Discussion

After conducting the research, the researchers found that discriminatory actions stemmed from negative stereotypes held by local residents towards immigrants. In real life, immigrants who face discrimination could be Asian or black people with different characteristics from the locals. In this animated film, immigrants from the fire element serve as the basis for the discriminatory actions experienced by the three main characters. Based on the data collected within the film, the researchers identified two types of discrimination, namely institutional and cultural discrimination, and explicit and implicit discrimination.

To answer the first research question, the analysis focused on scenes representing the two types of discrimination. Cultural and institutional discrimination analysis involved identifying and describing elements such as tax regulations, immigration policies, or employment rules that disproportionately limit opportunities for certain groups. It also included examining culture's history and norms, characterized by the imposition of dominant cultural values on less dominant groups. Explicit and implicit discrimination analysis involved identifying actions within a group, ranging from verbal antagonism to serious acts like physical assault, as well as examining prejudices and stereotypes that operate without awareness or intention.

Previously, other researchers have explored discrimination depicted in films using various presentation methods and theories. The difference between this research and previous studies lies in the analytical approach and context. In this study, observed discriminatory actions encompassed both non-verbal and verbal aspects. For example, in the present study,

discrimination is depicted through lingering gazes directed at minorities, indicating distrust and perceived danger.

Unlike previous research, this study delved into the effects of discrimination, discussing the impact the characters experienced from the discriminatory actions. Related to the second research question, the film portrays various effects of discrimination in line with Ayón (2015), such as workplace and housing exploitation, declining living conditions, social segregation and isolation, stress, depression, and others. As illustrated in Data 2, the security officer said, "go back to Fire Land" then followed by other local people saying, "burn somewhere else!" and "get out of here!" Rejection or exclusion directed at someone by others for often uncontrollable reasons can cause extreme worry in that person, resulting in anxiety, sadness, depression, and feelings of guilt and emptiness. These feelings are often translated into depression, loss of interest, and stress-related illnesses.

However, unlike previous studies, in the current study, the researcher aims to highlight the relationship between the discrimination that occurs and its effects on the three main characters. Experiencing continuous discrimination not only fosters negative stereotypes towards the victims but also results in prolonged psychological effects, such as stress, depression, and trauma, stemming from continuous rejection both verbally and non-verbally with gestures of disapproval and persistent disdainful looks.

Furthermore, discriminatory actions from institutional and cultural perspectives tend to make victims isolate themselves, limit interactions, or even separate themselves from other communities outside their race. This is triggered by local government regulations that restrict residency, the use of public facilities, and interaction with the local community, while also viewing immigrant minorities as threats, as illustrated in data 2. Consequently, this reinforces negative stereotypes against minority races, causing them to limit interactions, isolate themselves from other groups, and affect their parenting practices and family dynamics, as illustrated in data 6, when Ember said, "don't let my dad catch you out here again," and "sorry, buddy, elements don't mix." This discrimination hampers positive parenting practices because parents struggle to motivate their children amidst stress and social isolation, and it fosters and develops negative stereotypes, thus clarifying the boundaries of differences between elements that cannot blend.

Moreover, in data 3, Ember expresses feelings of inferiority and states, "It's just melted glass," when others praise her skills. Later, Mrs. Wade remarks, "I have a friend who runs the best glassmaking firm in the world," highlighting the difference in their social status. This discrepancy is not only evident in their living environments but also in job opportunities, where positions with good prospects and government roles are predominantly held by the majority race, leading to lower economic and life satisfaction levels among minority races. Consequently, minority races are hesitant to believe in job opportunities beyond the prevalent societal stigma, as they harbor little hope of integrating and becoming part of the city.

## CONCLUSION

The findings and discussions of the study have shown that through the film 'Elemental' (2023), discrimination and its effects have been effectively illustrated. Both actions are directly related to real life. Firstly, discrimination occurs through explicit and implicit actions as well as institutional and cultural biases. This can be seen through gestures such as staring with contempt at minority races, actions, or mocking and insulting by mentioning their race. This happens because of stereotypes that make individuals feel that discriminatory actions are normal in society. They do not feel strange or guilty when hurting or discriminating against others because they view such actions as normal and acceptable.

Secondly, the impact of discrimination on its victims is substantial. Repeated exposure to discriminatory actions not only reinforces negative stereotypes but also has adverse health effects, such as depression, trauma, anxiety and low self-esteem, as well as issues in family dynamics and parenting. This occurs because victims frequently endure such treatment, leading to feelings of inferiority and undervaluation due to continual rejection in public settings. This situation also fosters the formation of deep-seated negative stereotypes, inducing fear and anxiety, which prompts individuals to tend toward isolation from the majority race. This influence extends to parenting practices, as parents play a crucial role in shaping their children's outlook on the world. When parents impart caution regarding the majority race or specific races, children tend to internalize these perspectives, thus contributing to societal stereotypes.

Based on the results of the data analysis and discussions described in the previous section, it can be concluded that animated films are not only powerful communication tools but also effective tools for promoting social change on important issues. Therefore, this research found a correlation between discrimination and its effects in the film. Hence, it is time for society to start paying more attention to animated films and learn how to utilize them to their fullest potential in achieving positive goals.

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