

## Third Wave Feminism in Star's Emily In Paris

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**Abstract:** Emily in Paris, directed by Darren Star, tells the story of a woman who recently moved from America to Paris to replace and take over the responsibility of her boss who can't go on a business trip in a year. In this paper, the authors want to prove the existence of the wave 3 feminism movement in the film Emily In Paris. This study used descriptive qualitative method and researchers used note-taking as a tool. Data analysis refers to the steps involved in analyzing data to answer a research problem. The data are in the form of characters and characterization, dialogues, descriptions, plot, scenes or events in the film Emily In Paris. And for the final result, we found that the third wave of feminism is reflected in Emily's character which has the different point of view with the sexist. And then Emily also embraced woman empowerment in the life of Emily Cooper.

**Keywords:** *Feminism, Film, third wave feminism.*

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### INTRODUCTION

Women are frequently subordinate to men. This problem still persists to this day. all of this stems from a patriarchal culture that is very close to society, and this is not uncommon for us to find in our closest family. women are traditionally shaped as inferior, they are subordinated and therefore treated as such. Men, on the other hand, are unaffected by the reality that women are despised and oppressed (Johnson and Leone 2005). Sometimes woman just become a weak object who can't do much, especially in making decisions and working. In this concept, patriarchy can be defined as the manifestation and institutionalization of male domination over women in society (Lerner 1986: 239). Therefore, patriarchy is closely related to the existing socio-cultural system which is very dominant in shaping the personality of the community, so that behavior really exists, both by men and women (Zuntriana, 2006). In this context, it is women who are weakened by the concept of patriarchy. With this unfair treatment, the feminist movement emerged as a resistance to patriarchal culture. Many movements were carried out, one of which was by making films with the theme of feminism. Therefore, the researchers will examine the theme of feminism in a film series, and thus we argue that there is a strong feminist movement conveyed in the Daren Star film released by Netflix in 2020 entitled Emily In Paris.

Emily in Paris is a Netflix series about Emily Cooper, a young woman with a beautiful face who works as a marketing specialist at a marketing company in Chicago. However, the film tells that Emily is asked to move to Paris to take on a new Madeline's job who is also



Emily's boss, and requires her to do something such as Given the great responsibility in a business trip for Savoir, the marketing service for luxury Brand that company has just purchased in Paris . Under normal circumstances, Madeline would delegate the task to someone more experienced. Or to someone who knows more about French luxury products, or at least speaks fluent French, in a more natural scenario. But what makes the researchers think that the film so interesting is that When Madeline was actually choose Emily Cooper, an American who doesn't speak French as a corporate envoy who will add Emily on a year-long business trip in Paris. Of course, a lot of cultural friction can be seen at a glance in the film. Moreover, the things that make this research interesting because there is a "perspective" that Emily brings as an American woman, which when she works Emily carries the concept of "gender equality", which is in so contrast to her co-workers in the film, who is told as Parisians which prioritizes the strength of a man, especially in terms of fashion.

In this film, for the first time, Parisian society has the opposite view of women. Women can't make their own decisions, Women can't wear Colorful clothes, Women only can be beautiful if they don't wear clothes that make women sex slaves, and much more. Therefore, the Researchers will use a gender study that focuses on wave 3 feminism to get more in-depth information about gender itself. It has its roots in the work of theorists from the 1980s, namely Kimberlé Crenshaw, the critical gender and race theorist who coined the word intersectionality to define the ways in which the different sexes intersect, and Judith Butler, who claims that gender and sex different. and gender are performative. The acceptance of the third wave of trans rights struggles as a central part of intersectional feminism will be shaped by the collective influence of Crenshaw and Butler.

## METHOD

The descriptive qualitative Method is used in this study. The qualitative method starts with data collection and then moves on to examining the data to better comprehend the phenomenon of what the study subjects are experiencing, such as behavior, perception, motivation, and action (Moleong, 2007:6). Furthermore, qualitative research is linked to qualitative phenomena, or phenomena involving or connected to quality, according to Kothari (Kothari, 2004:3). In the film *Emily In Paris*, this method is used to characterize the feminist movement.

In conducting this current study, we used note-taking as an instrument in this analysis. According to Ray in Syarifuddin (2014: 16), taking notes is a way of gathering data by writing down data results from data sources on note cards. After watching the film *Emily*

in *Paris*, the author makes observations in the form of sentence marks that suggest the feminism movement and classifies units or essential sections of the film relevant to the issue and study objectives.

The steps involved in processing data to answer research questions are known as data analysis. The first step in data analysis is to choose data that is important to the research issue. The data is then analyzed by relating the feminist theory to the evidence presented in the film. The study method focuses on the research question, which is to evaluate the main character's feminist movement in *Emily In Paris*. The next step is to draw conclusions based on the data analysis findings. To ensure that the study is accurate, the final step is to double-check that the answers to the research object are right and reliable.

## RESULTS & DISCUSSION

In this chapter, the authors highlight three points that show Third Wave Feminism in the film *Emily In Paris*. The first subchapter discusses Emily Feminist Identity. The second subchapter discusses different perceptions about sexy and sexism between Emily and her Boss. And the last is Girl Power inside Emily.

### *Emily Feminist Identity*

Emily has feminist qualities. Naomi Rockler-Gladen proposes several Third Wave feminism features; for starters, 1st and 2nd Wave women celebrate their rights and equal chances (Pribadi, 2011, p. 27). As seen in episode 1, *Emily in Paris* at minute 1, Emily is a woman with an excellent job in her office. She is hardworking and friendly, and she is very passionate about working in her profession, according to her enthusiasm. This was also demonstrated in the next few minutes, as Emily said, "I'm so happy to be here", at 09:10 and 11:41, to show that she is a dedicated and hardworking woman. These are the traits that the researchers found in the film that reflect Emily's feminist identity. There are specific characteristics of third-wave feminism. one is about third-wave feminists wanting to explore, try, and learn about diverse careers for their careers. (Kathleen, 2010). Feminists sometimes aim to expand their own identities rather than submit to existing ones. "Soccer mom, career woman, lover, wife, lesbian, activist, consumer, girly girl, tomboy, darling, bitch, good girl, princess, or sex symbol" are the new identities for women (pribadi, 2011: 27). It is related to the film that Emily was looking for something special for herself. She wants to get something to fulfill her ambition besides the struggles in Paris with her new job at the office at the end of this story. Emily defies society's perception of women, especially those held by her coworkers, who dislike Emily's overenthusiastic and humble attitude at work. Feminists don't have to be educated or hard on laziness to be effective because

women have to accept themselves because they are not what society expects them to be.

Emily enjoys high-end clothing, and her style is always on point and must be flawless, as Emily's film demonstrates. According to third-wave feminism, being attractive is not a crime because it comprises independent and individual women. They prefer to conceive themselves as survivors by demonstrating personal empowerment and action. (Pribadi, 2011 : 7). Her body is quite beautiful, Emily is wearing an expensive brand from Paris ,and a very stunning salmon-coloured suit, as seen in episode 1 min 2:28. A combination of high-end fashion labels that strengthens the researcher's argument about the existence of the third wave of feminism in the film. She shows that she doesn't need to be educated to be successful. All she needs is to be a woman who knows what she wants and is determined to get it. Emily wants to show everyone that she can achieve her goals. To be a feminist, a woman does not have to be a man. They don't have the same power, act like a guy, or be a man to be equal to them. They'll accept any woman, no matter what she's like. Women can dress up, wear make-up, high heels, and any colour they like. Although Emily wasn't from Paris, she didn't speak the language, and she was just a regular employee.

Emily worked as a marketing executive, but she choosed to be a worker. Third Wave feminists respect differences in women's choices, whether they want to be traditional women who are calm, tame, delicate, and gentle, or whether women want to be non-traditionalist who are open, aggressive, and ambitious. (Pribadi, 2011 ). So she could make any decision like that. As seen in the final minutes of the two-minute episode 1, Emily must be attractive and accept herself in her natural state. Women can wear anything they want, which is one of their liberties. They can pass for anyone by changing their attire. As we know, Emily is an independent woman; she can take care of herself, whereas a boy can take care of himself. Emily demonstrates that she is capable of self-care. In the final minutes of the two-minute episode, Emily's boyfriend advises her to return to America or break up. Emily, of course, chose to quit her relationship with her boyfriend because she refused to allow him to rule over her life, work, position, or thoughts.

Emily's actions and decisions are unmistakably feminist, as is the film's feminist worldview. This satisfies the feminist movement's three primary goals, which are as follows:

*"Feminism leads to three ideals: (1) the need to recognise and disseminate the history of exploitation, devaluation, and expression of women; (2) the goal of improving the social status of women while working for equality for all genders and groups; and (3) active criticism of traditional intellectual pursuits and gender ideologies" (Acker, Barry, & Esseveld, 1983; Singh, 2007; Walker, 2007).*

### ***Sexy or Sexist***

Emily has a unique perspective on sexism and her male boss. Third Wave feminism aims to change "feminism's societal perspective," Third-wave feminists begin with their own "personal empowerment." 2011 (private). One of the episode titles of *Emily In Paris* season 1 is "Sexy or Sexist," which is an apparent reference to the third wave feminist movement. It is told in the third Episode 06:39 minutes that Emily will shoot a commercial for the famous perfume from the company De L'Heure. Emily looks enthusiastic about discussing her marketing concept, which focuses on marketing, so the global community knows. The next minute, at 07:21, Antoine, CEO of the company De L'Heure, explained directly that the concept of the ad was to show a woman crossing a bridge. That woman became everyone's fantasy and desire with the man who gazes at that woman. The tagline of the advertising concept is "dream of beauty". But the reality that occurs from the idea of "beautiful dreams" is, showing a naked woman walking past a man who may also be a deeper explanation of "man desire". Antoine's said that the woman was not nude,; she only represented a woman wearing perfume. In this case, Character Emily asserts that this is not the definition of sexy, but sexist. According to Merriam-Webster, Sexism is Discrimination or prejudice based on sex, particularly discrimination against women.

Third-wave feminists are not your typical female. It can be deduced from the way they speak and think. Third-wave feminists are already adept at expressing their emotions, such as anger, aggression, and outspokenness. They are not afraid to present their ideas or arguments before the public. (Pribadi, 2011). Through the Dialogue between Emily and Antoine in Episode 3, we can see the difference in "perspective" between the two. Emily is also not afraid to express her opinion that the concept of this ad is not a woman's dream but to fulfil a man's desire. Then at 09:04 minutes, a statement was also given in which "the "American woman" perspective would not like a branding concept like this." The concept wherein the men are objectifying a woman. And the way Emily dares to speak up about her perspective and opinion to her boss is also a form of the third-wave feminism movement; Woman dares to speak up.

### ***Girl Power***

Riot Grrls (Wright: 2016), a group associated with third wave feminism, popularized the concept of girl power in the mid-1990s. Strong young women who fight and claim their power is not accepted because of their gender are the characteristics of Girl Power, which leads to the emergence of Girl Power as a strategic way to promote the empowerment of adolescent girls and to establish conditions that 'Girl Power' has been analyzed (sibielski :

2010). The main character in the film *Emily In Paris*, as a depiction of Girl Power, has a desire to discover her place and function in her world without being forced to do specific jobs. Emily is said to have exceptional power in her social media in this film.

Emily is a woman that is outspoken and amazing. Third-wave feminists are not your typical female. It can be deduced from the way they speak and think. Third-wave feminists are already adept at expressing their emotions, such as anger, aggression, and outspokenness. They are not afraid to present their ideas or arguments in front of others. As depicted in the movie, Emily was invited to Duree's Influencer's Exclusive Invitation, which was found in episode 5 of Season 1. This is an event for influencers alone, and the majority of the influencers are women, as seen in the film. In terms of marketing, an influencer is a person who has the power to influence potential consumers of a product or service by promoting or endorsing the things on social media, according to the dictionary. Emily has roughly 20k followers on social media, and while she may not have as many as other Influencers, Emily's ability to manage content on her social media makes her stand out. that's another example of Emily has the power.

Riot Grrrl answers to the patriarchal concept of girls' dominant representation by creating a space where young women and girls can challenge and make images of themselves. (Munford : 2004). While working in Paris, Emily did exactly that. She always has a self-assured attitude about herself and her works, which is also a characteristic of Character Emily. Emily isn't a weak person, and she doesn't give up easy, according to this episode. Because Emily has a specific goal and purpose in mind when she accepts Duree's offer, she hopes to rekindle the previously shattered collaboration between Savoir and Duree. Emily needs a lot of power for that, and the CEO of Duree consented to meet her in the end, Third Wave feminists consist of women who like to be independent and choose their own life. In modern era women start to earn money for their life (pribadi, 2011). It is indicating that Emily seems to have the power too. In other words, this film is part of the Third-wave Feminism movement.

## CONCLUSION

The authors came to the conclusion in this chapter based on this research. From the perspective of wave 3 feminism, we discovered how Emily can define her feminist side. The authors say that Emily's character and attitude towards her situation reflects her personality. Emily Cooper reflects the characteristics of third-wave feminism, which has certain characteristics. Despite the fact that there are many people who do not like Emily in the work environment, Emily does her best to complete all tasks and make them clear. In her work as a marketer, she also never late. She can dress up in beautiful clothes, put on makeup, and wear high heels and declare herself a feminist. Emily embraces herself as a woman. Women must simply accept themselves because they are not how society expects them to be. and there's nothing wrong with being beautiful in a smart way.

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