

BAB V

KESIMPULAN

Penelitian ini berbasis pada rumusan masalah yaitu bagaimana pengaruh gerakan *#MeToo* terhadap ketidakadilan berbasis gender di industri film Hollywood ? Pengaruh gerakan *#MeToo* terhadap ketidakadilan berbasis gender di industri film Hollywood adalah adanya peningkatan diskusi mengenai pelecehan seksual, munculnya program untuk mencegah adanya pelecehan seksual, mulai adanya diskusi *pay gap* dan mulai muncul kesetaraan dari gaji yang diterima, meningkatnya jumlah perempuan di belakang layar serta kondisi set film yang lebih kondusif untuk perempuan serta munculnya film-film yang menggambarkan karakter perempuan secara *three dimensional*.

Ketidakadilan berbasis gender merupakan permasalahan universal yang ada pada setiap negara. AS sebagai negara *great power* pun masih memiliki permasalahan ini dan permasalahan ini besar di salah satu industri AS yang sangat terkenal yaitu industri film Hollywood. Dominasi industri film Hollywood diantara industri film lain sudah terjadi sejak lama hingga sekarang. Film-film Hollywood merupakan film-film yang mendominasi pasar dunia dan akhirnya menjadi suatu hal yang dinantikan oleh masyarakat dunia. Meski adanya dominasi tersebut, industri film Hollywood dipenuhi oleh ketidakadilan berbasis gender yang akhirnya merugikan perempuan.

Pada Oktober 2017, muncul gerakan *#MeToo* yaitu gerakan yang berasal dari industri film Hollywood sendiri karena adanya kasus pelecehan seksual yang dilakukan oleh produser Harvey Weinstein. Gerakan ini berawal dari media sosial yaitu *Twitter* dan akhirnya menjadi gerakan sosial yang diikuti oleh seluruh negara-negara di dunia.

Analisis yang dilakukan dalam penelitian ini menggunakan teori *new media*, teori gerakan sosial dan teori feminisme sosialis serta konsep ketidakadilan gender dan kesetaraan gender. Melihat gerakan *#MeToo* melalui teori dan konsep tersebut, penulis dapat menyimpulkan bahwa gerakan *#MeToo* telah membawa pengaruh terhadap ketidakadilan berbasis gender di industri film Hollywood.

Penulis berpendapat bahwa penggunaan *new media* berupa media sosial sebagai platform dari gerakan *#MeToo* akhirnya mendorong munculnya pengaruh-pengaruh yang ada. Pengaruh yang muncul juga disebabkan karena masyarakat sekarang menggunakan media sosial untuk mengemukakan pendapatnya sehingga setelah munculnya *#MeToo*, industri film Hollywood yang tadinya hanya menyelesaikan masalah pelecehan seksual akhirnya juga menyelesaikan ketidakadilan lainnya yang terjadi di industri film Hollywood. Pengaruh-pengaruh tersebut juga muncul karena gerakan *#MeToo* sendiri adalah gerakan sosial yaitu suatu gerakan yang menginginkan adanya perubahan pada kondisi sosial sehingga gerakan ini berhasil mengubah kondisi ketidakadilan berbasis gender di industri film Hollywood. Pengaruh yang muncul karena gerakan *#MeToo* juga akhirnya menyebabkan perjuangan kaum feminisme

sosialis berhasil karena kesetaraan gender di industri film Hollywood akhirnya menuju ke arah yang lebih baik.

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