

DAISY BUCHANAN AS A REPRESENTATION OF THE TYPICAL AMERICAN BLONDE WOMAN IN *THE GREAT GATSBY* (2013) MOVIE

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Abstract. The purpose of this research is to underline the stereotype of blonde women originating from the 1920s era as represented in *The Great Gatsby* (2013) film. This study employs a descriptive qualitative method, with the film serving as the primary source of data. The data were collected through careful and repeated observation of the film in order to identify scenes, dialogues, and visual elements that reflect gender representation. The film is analyzed through the lens of feminism to examine how stereotypes are constructed and reinforced through female characters, particularly Daisy Buchanan. This research adopts Karen J. Warren's concept of ecofeminism, which highlights the interconnected systems of domination affecting women, along with Gill's concept of stereotype to analyze how simplified and generalized images of women are socially produced. Through these theoretical frameworks, the study explores how Daisy Buchanan is portrayed not as an autonomous individual, but as a character shaped by societal expectations, male authority, and cultural norms of the 1920s. Her identity is largely defined by her appearance, femininity, and emotional expression, rather than her personal agency or intellect. The findings reveal that society within the film tends to overlook Daisy Buchanan's complexity as a woman. Instead of being seen as a character with inner conflicts and personal desires, she is primarily viewed as a blonde woman who embodies beauty, fragility, and dependence. This perspective marginalizes her voice and limits her ability to make independent decisions within her social environment. As a result, Daisy Buchanan can be understood as a character created by society to represent the stereotypical blonde woman of the 1920s era. The film illustrates how social constructions and gender stereotypes shape women's identities and influence the way they are perceived and treated within a patriarchal society.

Keywords: character, blonde woman, 1920s era, feminism, stereotype

I. INTRODUCTION

Feminism represents a social, political, and cultural phenomenon that promotes gender equality and addresses prejudice and injustice. Feminist ideas advocate for equal opportunities for power, resources, and respect for all individuals, regardless of gender. Ecofeminism challenges modernity's tendency to exploit both nature and women (Warren, 1997). While on the other spectrum, ecofeminism exist as the fusion of ecology and feminism which represents the crucial interdisciplinary research the me which addresses the oppression of nature and women, connecting the mutual embodied of both types. Ecofeminism as known for its existential to analyze female subjectivity (Zhu, 2024) thus ecofeminism is one of the study field that often connected with literary works.

Literary works can represent societal values, thoughts, experiences, genuine stories, and understanding. Literary works, whether fiction or nonfiction, reflect our originality, imagination, thought patterns, character, and life experiences. Literary works easily categorized in a widely range and one of it is film and just like other literary works, several films addressed feminist themes and concepts, with some significantly furthering the cause.

A film is a kind of mass communication that is created for a large audience. A film may convey culture through the interaction between director and audience. The film's ideas, storylines, and characters can reflect real-life experiences. Film stories implicitly depict real-life situations. It can be says, films are positioned based on their social setting and intended audience. The director has the authority to confirm or reject the social context. Each film's plot contains indications that may be interpreted differently. According to Vivian (2013), film has had a significant impact on our daily lives. The impact may be direct or in direct. The effects of seeing a movie may not be instantaneous, but rather take time to register in the mind. While in the same page, deFleur also state that films have an impact on society's culture, knowledge, and values, as well as people (2022). With film as form of video which offers visuals, concepts, and judgements, viewers may use as a reference for their own behaviour.

The Great Gatsby, written by Francis Scott Fitzgerald, is considered a classic of the twentieth century. The painting eloquently conveyed the terrible narrative of seeking the American Dream. Gatsby, a young kid from the lower classes, attempted to win back his lover's heart but was slain in the process. The article highlighted the hypocritical American lifestyle during the Jazz Age (Zhou et al., 2023) Despite becoming a mystery millionaire, Jay Gatsby remained deeply in love with Daisy Buchanan, his previous sweetheart, but was set up for homicide by Daisy's husband, Tom Buchanan. As the tale continued, Nick Carraway, the first-person narrator, experienced changes in perception, interpretation, and psychological state due to his observation of people, events, and behaviour. However, what makes this movie interesting is due to the existential of Daisy Buchanan, in which the plot goes to the lover of Gatsby and the wife of Tom Buchanan. Daisy Buchanan in "*The Great Gatsby*" represents both the attractiveness and limitations of the new female stereotype. Daisy embodied the free-spirited lady of the 1920s via her beauty and charm. In the end, her persona reveals the restrictions and superficial privileges allowed to women throughout this historical period. Daisy appears independent, but her reliance on men and society norms has kept her stuck. Daisy, with her ethereal beauty and lovely voice, was often seen as the epitome of femininity in the 1920s. Daisy Buchanan is shown as a beautiful and bright woman from the beginning. Her confident demeanour and voice, described as "full of money," give the impression that she is in control of her own destiny. Daisy's looks and confidence allow her to easily navigate the upper layers of society. However, her personality is paradoxical. She enjoys the trappings of wealth and the society of men like Tom Buchanan and Jay Gatsby, but is nevertheless constrained by her social duties as a wife and mother. Though her personality what makes her stand out, her appearance is an issue that has undergone for so long, with the stereotypes given by the society when it comes to a woman with blonde hair.

As environmental play a big part on how society often works, ecofeminism is a field which propose as social thoughts and movements which examines the relationship between oppression against nature and gender. Thus, it shaped how the connection between the study of ecofeminism and the stereotype that often follows women especially blonde women exists and need to be observed by. This article journal will highlight the representation of blonde women and how the stereotype truly merged with their personalities according to how society oversees and how it is implemented in the literary works which one of it being in *The Great Gatsby* (2013).

II. RESEARCH METHODS

This journal article used descriptive qualitative method in order to analyze the stereotype which given from society towards blonde woman as portrayed from Daisy Buchanan in a film entitled *The Great Gatsby* (2013). Lexy J. Moleong (2011) in Sinurat and Prihandini explained that qualitative research involves gathering descriptive data through written or spoken words and observations of people's behaviour (2024). Thus, by employed the said method, the researcher analyzed the characterization which exist in Daisy Buchanan and describes it based on the explanation that well adapt from library research regarding stereotypes that occurs in blonde woman. The collected data used few steps such as; 1) watching the film, understanding the film's plot, 2) taking notes of Daisy Buchanan's characterization, 3) Pointing out the part which represents the familiarity of blonde woman and their stereotype, and 4) Analyzed the scene by implying the characteristic of stereotype of blonde woman through society and pairing it with Daisy's character.

III. RESULT AND DISCUSSION

The result followed by the discussion that indicate from this film solely express how blonde women are mostly stereotyped are explained below:

Data 1. Daisy Buchanan first introduced



In this scene, Daisy was firstly introduced, explained by Nicky how her appearance and personality could be, thus also mentioned her appearance, *golden girl* which not only express how she is a golden to his heart, but also dedicated to her hair. As her appearance, with the expression that she shows, it is somewhat related to how the stereotype goes exactly how blonde woman often expressed, even in this film which exist in 1920s, as mentioned by Imperial (2022), according to the historical accuracy, the roaring of 20s era has redefined American society through progressivism and set of modernization. Which this is also implicate

how her personality as though mentioned by Nicky indicate that Daisy is one of the modern woman in the film. While the stereotype occurs as how people sees Daisy and her persona, it is not far indeed from how the subjectivity that exist in Daisy therefore lead to the explanation as mentioned by the character, characterized Daisy and her hollow traits, which refer to the subjectivity that exist.

Data 2. Daisy Buchanan receives proposal marriage from Tom Buchanan



In this scene a very much not later from the previous one, Daisy was offered a hand in marriage with Tom, while she waits for Gatsby to be back, but rather than waiting for Gatsby who were at that time serving in military, Daisy decide to accept the proposal from Tom. Allowing her to receive an expensive gift as a memoir for their relationship. With this scene, it is explained how the stereotype that lean on Daisy is how blonde woman often categorized as not a loyal person. With richness that came from a wealthy man, somewhat the characterized of blonde woman goes to how they would do any lengths to choose the greater, rather than waiting for inconsistence coming from other person, in this case is Gatsby the previous lover of Daisy.

The typical blonde woman as mention often time expressed how they would definitely choose what's good for her, although most of them categorized as rather dumb than practical, some of them managed to choose one thing that is specific, which are wealth. This moment of Daisy somehow reflected as stated "Don't you know that a man being rich is like a girl being pretty? You wouldn't marry a girl just because she's pretty, but my goodness doesn't it help?" (Gentlemen Prefer Blondes (1953)). While at the same time, the ecological revolution in this partake of scene shows Daisy and her willingness to choose something over greater beyond, showing that she is capable to choose rather than to just dwell in something uncertain for her.

Data 3.. Daisy much years later finally meet Gatsby again



Nicky who had the chance to introduce his cousin to Gatsby therefore learnt that the two of them had history way before everything happens. With Gatsby as Daisy's previous lover and Daisy who once had feelings for Gatsby, they soon had an affair behind Tom's back. Although Nicky was practically there all the times, what the two of them had something Nicky doesn't know much. The stereotype of all women who once had feeling for someone and continuing the same business even when they have a legal husband is strictly shown in this very much plot. Daisy who initially marries Tom for her social status and his wealth therefore found herself merged with a tangled love with Gatsby, something she had once when they were young. Although Daisy very much longing for this feeling, she continually still look at Gatsby behind the close door. In this particular scene, Daisy was abruptly introduced to the neighbour's house, which is Gatsby's and soon she was flabbergasted with the things he has. Compile of party here and there, fancy stuffs that around the house which look like a mansion there most definitely opened Daisy's heart once again.

This particular scene overlook how the stereotype which leans on the choice of path that Daisy had done and how she may slightly undertook her feeling of lost after meeting Gatsby few times indicate the implicate of non-emotion that perhaps exist in blonde woman. "Too much" expresses a notion of weight, implying that Gatsby's dedication and need for an unambiguous past transcend Daisy's ability for true Emotional reciprocity, thus this reveals her great inability for persistent, demanding feeling and cements her image as emotionally shallow and self-centred (Ya Ma, 2025).

Data 4. Piled of clothes merged Daisy



Upon receiving nonstop affection and idealize of love that came from Gatsby, with a pile of wealth that came from him, she composed herself in this exact moment wandering what would be the best for her and her affair with Gatsby. As Gatsby playfully snatch the clothes from his closet and the two of them had fun, it soon become a silent moment for Daisy as she realises how fun this was and how she missed 'fun' a lot after her responsibilities with Tom and her little family. Her crying upon seeing these clothes instead of showing her true emotions indicate the stereotype of what women could handle in this moment, by not showing what she really meant to say and instead saying blabbers just to get away with it. In the 1920s, America saw extraordinary economic growth, particularly in its manufacturing sector. However, a possible crisis lingered amid deceptive prosperity (Gao, 2022) and just like how Gatsby sky-rocketed his condition which led him to meet Daisy and capable to showers her his wealth.

Blonde women are sometimes labelled as "dumb blondes," implying low intelligence (Longstreet, 2021) thus the blonde woman that often overlook for their dumb type of trait somewhat expressed enough especially coming from Nicky's perspective. Nicky who saw how she (Daisy) was about to express herself yet instead swallow her feelings real quick by proposing a somewhat 'dumb' confession other would says. However at the same time, her sense of remorse and moral just like any other woman, was also highlighted and portrayed much in this moment through Daisy's expression at last.

Data 5. Daisy who heard the news regarding Gatsby



At the end of the film, after Daisy who wasn't composed managed to hit and run Myrtle – who is Tom's widow, she had morally changed. Though she was under stress right after that moment, initially wants to run away from the problem that may occur, especially after accidentally killed someone, her character therefore shifts as she remain silence afterwards. She become someone who coldly calculating things, and her desire of wanting to run away become bigger in that moment. Although she can face the consequences or even keep herself stay together with Gatsby, she decide to keep her initial move from the very beginning, insist on staying together with Tom, who she married due to his wealth. This annually demonstrate a startling absence of remorse, further compounded by her decision to let Gatsby take the blame. Indeed, her final act of not sending a message or a flower after Gatsby's death showcases her ultimate moral retreat, making her a destructive force through her utter lack of reconciliation. On the other hand, this very much scene quite describe how the ecofeminism embodied in how Daisy remain composed even after knowing the death of Gatsby's. Her choice to keep her family and to ignore the condition of her past lover shows how natural ecological and the social environment therefore can lead to a change of distortion from a person's humanity. The suffering which derived from Daisy's condition shows how even when things cannot seems comprehend the way she wants, and how she has to let go her feelings for as long as she is safe is a way though may seems as someone who is a rebel but also not at the same time.

With this side that came from her, Daisy's unbalance is characterised by impulsiveness and emotional superficiality, leading to behaviours driven by self-preservation rather than any reason. Daisy's possession of a "full of money" suggests that she has internalised materialistic values from her privileged class, limiting her capacity for principle-driven emotional commitments. With her choices in between of declaring her love and ambition towards Gatsby, her annual goal still choosing the latter, which is marriage over wealth. She become one of the stereotyped girl that often become the issue in everyday life, especially during the 1920s whereas women often time decide to marry a rich man in order to have a prospect full of life, climbing social skill rather than pursuing their love which led them to nothing. Although she was portrayed by time as one of the blonde girl, by means, the only one in this movie, it has come to very much senses that she insist on persuading her life even better, contradicting the hidden message that underlined in everyone's mind while still pull the trick over her sleeves.

IV. CONCLUSION

Fancis Scott Fitzgerald's novel *The Great Gatsby* is widely regarded as a twentieth-century masterpiece. The picture vividly depicted the horrible story of chasing the American Dream. Gatsby, a young child from the lower classes, tried to win back his lover's heart but was killed in the process. The article focused on the hypocritical American lifestyle during the Jazz Age. Daisy Buchanan in "*The Great Gatsby*" exemplifies both the appeal and limitations of the new female archetype. Although Daisy has formed her personality as white as she could, delivering the exact remark of bubble for the people in her society at the end of the day she is still her very much own. The natural resources and biological environment have suffered greatly. People prioritised the neon world over ecological and environmental concerns, just like how men conquered both nature and women, this film tries to explain that. However, with the capacity of overlooking wealth over love, and deciding to keepsake the relationship she had after committing an affair with Gatsby very much describe how she is and how often one can see this exact personality from woman

especially blond woman in that very much era. The stereotype of the society whenever it comes to blonde woman always persist, confiding them as blonde that is dumb, and proposing these women cannot make their own fortune thus they slip away their beauty forsake of keeping their wealth in check, by marrying a rich husband, just like how Daisy proceed in the film. Yet it occurred due to the environmental which led Daisy to be this way, a natural implicit and became the very much concern of ecofeminism yet Daisy at the same time succeed in order to pursue a capacity of feminism following by the natural light.

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