

**MOANA'S LEADERSHIP IDENTITY THROUGH THE
LENS OF POLYNESIAN CULTURE SEEN IN MOANA
MOVIE**

THESIS



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**ENGLISH LITERATURE DEPARTMENT
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UNIVERSITAS GRESIK
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**MOANA'S LEADERSHIP IDENTITY THROUGH THE LENS OF
POLYNESIAN CULTURE SEEN IN MOANA MOVIE**

THESIS

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MOTTO

مَنْ جَدَّ وَجَدَ، وَمَنْ صَبَرَ ظَفِرَ

Artinya: "Barang siapa bersungguh-sungguh, maka ia akan berhasil. Barang siapa bersabar, maka ia akan memperoleh kemenangan."

"Tidak semua perjuangan akan berjalan mudah, dan tidak setiap usaha langsung membuahkan hasil. Namun, setiap tetes keringat, setiap doa yang dipanjatkan, serta setiap kegagalan yang dihadapi adalah bagian dari proses yang membentuk diri menjadi pribadi yang lebih kuat, lebih bijaksana, dan lebih siap menghadapi kehidupan. Karena sesungguhnya, hasil terbaik selalu lahir dari kesabaran yang tidak pernah berhenti."

DEDICATION

In the name of Allah, the Most Merciful and Gracious

I dedicate this modest work to those who have become the driving force behind every step of my journey, with all humility, unending gratitude, and genuine love.

1. To Allah SWT

All glory is due to Allah SWT, the Most Compassionate and Merciful. I am grateful for each and every destiny. You have written for me every prayer and every hardship that has made me stronger. You responded in the most effective manner and at the ideal moment. You always showed me in a way I never would have thought possible, whether I was feeling worn out, dejected, or uncertain about the future. This thesis serves as evidence that when every step is entrusted to you, no effort is ever wasted.

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Surabaya, 15 June 2026
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MOANA'S LEADERSHIP IDENTITY THROUGH THE LENS OF POLYNESIAN CULTURE SEEN IN MOANA MOVIE

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ABSTRACT

This study looks at how Polynesian culture is portrayed in Disney's Moana (2016), how Moana's identity is formed, and how Polynesian cultural values influence her leadership identity. The movie Moana serves as the main source of data for this study, which uses a descriptive qualitative method. Dialogues, scenes, character interactions, and visual depictions pertaining to Polynesian culture, identity, and leadership make up the data. By repeatedly viewing the film, picking pertinent scenes and dialogue, categorizing the data into themes, and applying Barker's theory of representation, Gray, Sandvoss, and Harrington's theory of identity, Ka'ili's concept of Polynesian cultural values, and Northouse's leadership theory, the data were gathered through documentation techniques. The results show that the ocean, ancestral beliefs, traditional travel, communal values, and the peaceful coexistence of humans and nature all serve as symbols of Polynesian culture. Throughout her journey, Moana's identity is significantly shaped by these cultural components. The study also reveals that Moana's identity evolves gradually, starting with internal conflict and progressing through self-discovery, accepting responsibility, and finally realizing her role as Motunui's future leader. Additionally, courage, accountability, empathy, decision-making skills, teamwork, and dedication to the well-being of her community are traits that define Moana's leadership identity. The cultural values she inherited from her ancestors are closely linked to these leadership traits. In conclusion, this study demonstrates that Disney's Moana not only represents Polynesian culture through symbolic and social elements but also portrays leadership as a process shaped by cultural values, personal experiences, and responsibility toward the community. Therefore, the movie serves as a medium for promoting cultural understanding while presenting positive leadership values through its main character.

Keywords: Polynesian Culture, Cultural Representation, Identity Formation, Leadership Identity.

MOANA'S LEADERSHIP IDENTITY THROUGH THE LENS OF POLYNESIAN CULTURE SEEN IN MOANA MOVIE

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ABSTRAK

Tujuan penelitian ini adalah untuk melihat representasi budaya Polinesia dalam film animasi Disney Moana (2016), melihat bagaimana identitas Moana muncul, dan menjelaskan bagaimana nilai-nilai budaya Polinesia mempengaruhi identitas kepemimpinannya. Film Moana digunakan sebagai sumber data utama penelitian ini, yang menggunakan pendekatan deskriptif kualitatif. Data penelitian terdiri dari adegan, dialog, interaksi antartokoh, dan representasi visual yang berkaitan dengan budaya Polinesia, pembentukan identitas, dan kepemimpinan. Teknik dokumentasi digunakan untuk mengumpulkan data dengan menonton film berulang kali, memilih dialog dan adegan yang relevan, mengelompokkan tema-tema tertentu, dan kemudian menganalisisnya menggunakan teori representasi Barker, teori identitas Gray, Sandvoss, dan Harrington, dan konsep nilai-nilai budaya Polinesia dari Ka'ili, serta teori kepemimpinan dari Northouse. Hasil penelitian menunjukkan bahwa laut, kepercayaan terhadap leluhur, tradisi pelayaran, nilai-nilai kebersamaan, dan hubungan yang harmonis antara manusia dan alam adalah semua cara budaya Polinesia diwakili. Identitas Moana sepanjang hidupnya dibentuk sebagian besar oleh komponen budaya ini. Selain itu, penelitian ini menemukan bahwa identitas Moana berkembang secara bertahap, dimulai dengan konflik internal, menemukan identitasnya, menerima tanggung jawab, dan akhirnya menyadari perannya sebagai calon pemimpin Motunui. Identitas kepemimpinan Moana juga ditunjukkan melalui keberanian, tanggung jawab, empati, kemampuan mengambil keputusan, kerja sama, dan komitmennya terhadap kesejahteraan masyarakat. Nilai-nilai budaya yang diwariskan oleh leluhurnya terkait erat dengan karakteristik kepemimpinan ini. Menurut penelitian, film Moana tidak hanya mewakili budaya Polinesia melalui berbagai simbol dan nilai sosial, tetapi juga menggambarkan kepemimpinan sebagai proses yang dibentuk oleh nilai-nilai budaya, pengalaman hidup, dan tanggung jawab terhadap masyarakat. Oleh karena itu, film ini dapat menjadi alat yang efektif untuk memperkenalkan budaya Polinesia sekaligus menyampaikan nilai-nilai kepemimpinan yang baik.

Kata Kunci: Budaya Polinesia, Representasi Budaya, Pembentukan Identitas, Identitas Kepemimpinan.

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