

**VISUAL AND SYMBOLIC REPRESENTATIONS OF AMERICAN ISLAMIC  
CULTURE IN THE *MS. MARVEL SERIES* (2022)**

**An Undergraduate Thesis**

Submitted as a Partial Fulfillment of The Requirement for the Attainment of  
*Sarjana Sastra* Degree of English Literature Departement in Faculty of Literature,  
Culture, and Communication Universitas Ahmad Dahlan



**By**

**Danang Ramadhan Priambodo**

**1900026077**

**ENGLISH LITERATURE DEPARTMENT  
FACULTY OF LITERATURE CULTURE AND  
COMMUNICATION  
AHMAD DAHLAN UNIVERSITY YOGYAKARTA  
2024**

**APPROVAL PAGE**

**VISUAL AND SYMBOLIC REPRESENTATIONS OF AMERICAN ISLAMIC  
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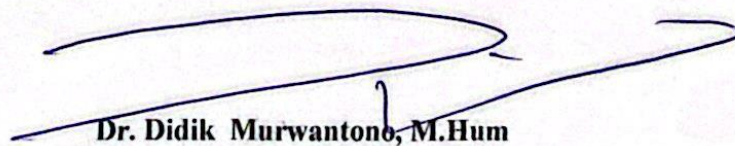
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**Approved by The Consultant on July 15<sup>nd</sup> 2024**

**Consultant**



**Dr. Didik Murwantono, M.Hum**

**NIPM. 20806010**

**RATIFICATION PAGE**

**VISUAL AND SYMBOLIC REPRESENTATIONS OF AMERICAN ISLAMIC  
CULTURE IN THE *MS. MARVEL SERIES* (2022)**

**BY**

**DANANG RAMADHAN PRIAMBODO**

**1900026077**

**This Undergraduate Thesis has been examined on July 15th, 2024 and  
has been accepted as one of the requirements to obtain Sarjana  
Sastra Degree in English Literature Departement Faculty of  
Literature, Culture, and Communication Universitas Ahmad Dahlan**

**The Board of Examiners Consist of**

- 1. Chairperson : Dr. Didik Murwantono, M.Hum.**
- 2. First Examiner : Dr. Kasiyarno, M.Hum.**
- 3. Second Examiner Drs. Nizam Ahsani, M.Hum., Ph.D.**

**Yogyakarta, July 15th , 2024**

**English Literature Departement Faculty of Literature, Culture, and  
Communication**

**The Dean**



**Wahidin, S.S., M.A., Ph.D.**

**NPWP 19791218 200309 111 0900733**

## STATEMENT OF WORK ORIGINALITY

Name : Danang Ramadhan Priambodo  
Student Number : 1900026077  
Department : Sastra Inggris  
Faculty : Sastra, Budaya, dan Komunikasi  
University : Universitas Ahmad Dahlan

Herewith, I state that all these statements, opinions, analysis, that I have written in this undergraduate thesis entitled **VISUAL AND SYMBOLIC REPRESENTATIONS OF AMERICAN ISLAMIC CULTURE IN THE MS. MARVEL SERIES (2022)** are my original work. During the process, I optimally conducted my own research with the help of some references and suggestions. Every word and statement taken from these references are treated as quotation and experts in which the name of the author and publisher are stated. If any claim related to this analysis that I made persist in the future, I would be fully responsible for my clarification.

Yogyakarta, July 15nd, 2024



Danang Ramadhan Priambodo

1900026077

## PERNYATAAN ORISINALITAS KARYA

Nama : Danang Ramadhan Priambodo  
NIM : 1900026077  
Program Pendidikan : Sastra Inggris  
Fakultas : Sastra, Budaya, dan Komunikasi  
Universitas : Universitas Ahmad Dahlan

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Yogyakarta, July 15nd, 2024



Danang Ramadhan Priambodo

1900026077

## PERNYATAAN TIDAK PLAGIAT

Yang bertanda tangan di bawah ini:

Nama: Danang Ramadhan Priambodo

NIM: 1900026077

Email: [danang1900026077@webmail.uad.ac.id](mailto:danang1900026077@webmail.uad.ac.id)

Prodi: Sastra Inggris

Judul: VISUAL AND SYMBOLIC REPRESENTATIONS OF AMERICAN ISLAMIC CULTURE IN THE *MS. MARVEL SERIES* (2022)

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## PERNYATAAN PERSETUJUAN AKSES

Saya yang bertanda tangan di bawah ini:

Nama: Danang Ramadhan Priambodo

NIM: 1900026077

Email: [danang1900026077@webmail.uad.ac.id](mailto:danang1900026077@webmail.uad.ac.id)

Prodi: Sastra Inggris

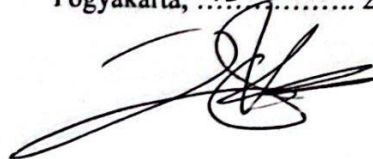
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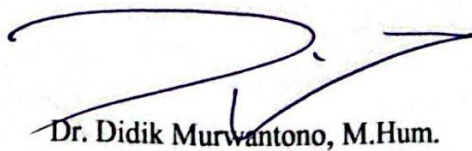
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Danang Ramadhan Priambodo

Mengetahui,

Pembimbing



Dr. Didik Murwantono, M.Hum.

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## **MOTTO**

*"Belajarlah untuk mensyukuri sekecil apapun hasil yang telah diusahakan, dan jangan biarkan kata "andai saja, kalau saja, dan coba saja" menghantui isi pikiran kamu. Bersyukur itu lebih menyenangkan daripada membandingkan."*

**(QS. Ibrahim : 7)**

*"Dengan tanganku, kubantu aku tumbuh membaru dengan lukaku"*

**(Nadin Amizah)**

*"I know it hurts sometimes but you'll get over it  
You'll find another life to live, i know you'll get over it."*

**(Landslide, Oh Wonder)**

# VISUAL AND SYMBOLIC REPRESENTATIONS OF AMERICAN ISLAMIC CULTURE IN THE *MS. MARVEL SERIES* (2022)

Danang Ramadhan Priambodo

## Abstract

This research explores the representation of Islamic culture in Ms. Marvel series and its acceptance among audiences, focusing on the intersection between media, culture and identity. By analyzing the series and social media discourse, the study seeks to understand how the show portrays Islamic culture and how the audience engages with and interprets these representations. Specifically, the study investigated the use of symbols and cultural references in the series and examined audience reactions on social media platforms. The objectives of this study are: (1) to explore the representation of Islamic culture in American scenes in *Ms. Marvel series* and (2) to find instances of Islamic culture being shown in *Ms. Marvel series*.

This study uses a qualitative research methodology to analyze the representation of Islamic culture in Ms. Marvel series. Primary data is sourced directly from the movie, while secondary data is collected from various sources such as articles, journals, and online platforms. Data analysis will be conducted by directly observing the textual and visual elements of the series, focusing on the depiction of Islamic characters, practices and symbols. Cultural representation theory is used to analyze the portrayal of Islamic culture to the audiences, while semiotic theory of sociology is used to analyze the symbols of Islamic culture in film.

Preliminary findings show that the Ms. Marvel series offers a nuanced and positive representation of Islamic culture. The series incorporates various Islamic symbols and practices, such as prayer, fasting, and cultural traditions. The character of Kamala Khan, a Pakistani-American Muslim teenager, provides a relatable and empowering figure for young Muslim viewers. Discussion on social media around the series revealed a range of reactions, including praise for its positive representation, criticism of certain aspects, and discussions about the show's impact on Muslim identity.

**Keywords:** Islamic culture, Ms. Marvel series, representation cultural theory, semiotic theory of sociology.

# **REPRESENTASI VISUAL DAN SIMBOLIK BUDAYA ISLAM AMERIKA DALAM FILM SERIAL MS. MARVEL (2022)**

Danang Ramadhan Priambodo

## **Intisari**

Penelitian ini mengeksplorasi representasi budaya Islam dalam serial Ms. Marvel dan penerimaannya di kalangan penonton, dengan fokus pada persinggungan antara media, budaya, dan identitas. Dengan menganalisis serial dan wacana media sosial, penelitian ini berusaha untuk memahami bagaimana acara tersebut menggambarkan budaya Islam dan bagaimana penonton terlibat dan menafsirkan representasi ini. Secara khusus, penelitian ini menyelidiki penggunaan simbol dan referensi budaya dalam serial ini dan meneliti reaksi penonton di platform media sosial. Tujuan dari penelitian ini adalah: (1) untuk mengeksplorasi representasi budaya Islam dalam adegan-adegan Amerika dalam serial Ms. Marvel dan (2) untuk menemukan contoh-contoh budaya Islam yang ditampilkan dalam serial Ms. Marvel.

Penelitian ini menggunakan metodologi penelitian kualitatif untuk menganalisis representasi budaya Islam dalam serial Ms. Marvel. Data primer bersumber langsung dari film, sedangkan data sekunder dikumpulkan dari berbagai sumber seperti artikel, jurnal, dan platform online. Analisis data akan dilakukan dengan mengamati secara langsung elemen teks dan visual dari serial ini, dengan fokus pada penggambaran karakter, praktik, dan simbol-simbol Islam. Teori representasi budaya digunakan untuk menganalisis potensi budaya Islam kepada penonton, sedangkan teori semiotika sosiologi digunakan untuk menganalisis simbol-simbol budaya Islam dalam film.

Temuan awal menunjukkan bahwa serial Ms. Marvel menawarkan representasi budaya Islam yang bernuansa dan positif. Serial ini menggabungkan berbagai simbol dan praktik Islam, seperti salat, puasa, dan tradisi budaya. Karakter Kama Khan, seorang remaja Muslim keturunan Pakistan-Amerika, memberikan sosok yang relatable dan memberdayakan bagi para pemirsa muda Muslim. Diskusi di media sosial seputar serial ini mengungkapkan berbagai reaksi, termasuk pujian atas representasi positifnya, kritik terhadap aspek-aspek tertentu, dan diskusi tentang dampak tayangan tersebut terhadap identitas Muslim.

**Kata kunci:** Budaya Islam, serial Ms. Marvel, teori budaya representasi, teori semiotika sosiologi.

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