

METHODOLOGY

This study employed a qualitative research design to investigate how *Enola Holmes* (2020) counters Victorian-era gender stereotypes through the lens of Jungian archetypes. Qualitative analysis, as noted by Mihas (2019), is particularly suited for exploring complex social phenomena, making it an ideal approach for examining character portrayal and narrative structures. The study adopted a textual analysis approach, focusing on dialogue to deconstruct the film's narrative and understand how the character of Enola Holmes challenges traditional female archetypes rooted in the Victorian era.

Data collection involved multiple viewings of *Enola Holmes* (2020), concentrating on key scenes that highlight the portrayal of gender roles and how Enola Holmes ruined the restrictive expectations of women during the Victorian period. Detailed field notes were recorded, capturing relevant dialogues that reflect the use of Jungian archetypes such as Persona, Shadow, Self, Animus, the Hero, and the Wise Old Woman.

The decision to focus exclusively on dialog was made because dialog is the primary medium through which characters express their thoughts, beliefs, and intentions (Kozloff, 2000). In the context of *Enola Holmes*, dialogue provides direct insight into Enola's internal motivations and her perspective on societal norms. By analyzing her spoken words, this study can effectively capture how she articulates her opposition to Victorian gender stereotypes and embodies Jung's archetypes representing independence and self-realization.

The data analysis was conducted through a textual examination of the film using Jungian archetype theory (Roesler, 2021), with a focus on how Enola's dialogues employ these archetypes to counter Victorian-era gender stereotypes. Key dialogues were analyzed to showcase how Enola communicates her independence and challenges traditional gender roles expected of women during the Victorian era.

The analysis framed Enola's dialogues within the context of Jungian archetypes, revealing how her speech reflects the Hero's journey towards self-discovery and the integration of the Persona and Shadow aspects of her psyche. This approach provided insights into how *Enola Holmes* (2020) uses verbal expression to present a heroine who challenges historical gender norms and represents a modern interpretation of female empowerment.