

DISKRIMINASI GENDER TERHADAP PEREMPUAN DALAM FILM KIM JI-YOUNG: BORN 1982

ABSTRAK

Abstract: Gender inequality is still often found in the mass media, one of them is the film Kim Ji-Young: Born 1982. This film packs the issue of gender inequality experienced by women. The purpose of this research is to uncover the forms of gender discrimination against women in the film Kim Ji-Young: Born 1982. This study uses the Theory of Popular Culture with a qualitative approach with Roland Barthes's semiotic analysis method which includes three levels of meaning, namely denotation, connotation and myth. The results of this study indicate forms of gender discrimination in the form of stereotypes, subordination, marginalization and violence against women. Thus, this film really reinforces the gender myth.

Keywords: discrimination gender, film, popular culture theory, semiotics

Abstrak: Ketidaksetaraan gender masih kerap ditemui dalam media massa, salah satunya film Kim Ji-Young: Born 1982. Film ini mengemas isu ketidaksetaraan gender yang dialami perempuan. Tujuan penelitian ini adalah untuk mengungkap bentuk-bentuk diskriminasi gender terhadap perempuan dalam film Kim Ji-Young: Born 1982. Penelitian ini menggunakan Teori Budaya Populer dengan pendekatan kualitatif dan metode analisis semiotika Roland Barthes yang meliputi tiga level pemaknaan yaitu denotasi, konotasi dan mitos. Hasil dari penelitian ini menunjukkan bentuk diskriminasi gender yang berupa stereotip, subordinasi, marginalisasi dan kekerasan terhadap perempuan. Demikian, film ini justru memantapkan mitos gender.

Kata kunci: diskriminasi gender, film, teori budaya populer, semiotika