

ABSTRAK

Diskriminasi dan kekerasan berbasis gender merupakan isu sosial yang masih marak di berbagai lapisan masyarakat. Media film sering digunakan sebagai sarana untuk merefleksikan realitas tersebut sekaligus mengkritisi norma sosial yang menindas perempuan. Penelitian ini dilatarbelakangi oleh pentingnya memahami bagaimana media, khususnya film, membentuk representasi perempuan dan menyampaikan pesan ideologis mengenai ketidakadilan gender.

Penelitian ini didasarkan pada teori semiotika John Fiske, yang membagi analisis makna media menjadi tiga level yaitu realitas, meliputi penampilan, pakaian, ekspresi wajah, perilaku, dialog, dan latar sosial. Lalu ada representasi, meliputi konstruksi naratif, karakterisasi, penggunaan simbol, dan teknik sinematografi dan terakhir ideologi, yang mencakup nilai-nilai, sistem kepercayaan, dan relasi kekuasaan yang membentuk makna. Teori ini dipilih karena mampu menjelaskan hubungan antara teks media dan konteks sosial secara mendalam, khususnya dalam mengungkap praktik diskriminasi gender.

Metode penelitian yang digunakan adalah metode kualitatif dengan pendekatan analisis semiotika. Data penelitian diperoleh dari pengamatan dan pencatatan terhadap adegan-adegan penting dalam film *Woman From Rote Island*, yang kemudian dianalisis dengan menelaah tanda-tanda visual, audio, dialog, serta elemen sinematik. Analisis dilakukan dengan mengelompokkan temuan ke dalam tiga level semiotika untuk melihat bagaimana makna diskriminasi gender dibangun melalui tanda-tanda tersebut.

Film ini mengajak penonton untuk melihat diskriminasi gender bukan sebagai masalah individual, tetapi sebagai persoalan kolektif yang membutuhkan kesadaran sosial dan keberanian untuk melawan. Penelitian ini diharapkan dapat memberikan kontribusi pada kajian komunikasi dan studi media, khususnya dalam memahami representasi gender dan praktik semiotika dalam karya film.

Kata kunci : Diskriminasi, Semiotika, Film, *Woman From Rote Island*.

ABSTRACT

Gender-based discrimination and violence remain prevalent social issues across various levels of society. Film media is often used as a medium to reflect this reality while also critiquing social norms that oppress women. This research is motivated by the importance of understanding how media, particularly film, constructs the representation of women and conveys ideological messages about gender inequality.

This research is based on John Fiske's semiotic theory, which divides the analysis of media meaning into three levels, reality, which includes appearance, clothing, facial expressions, behavior, dialogue, and social setting; representation, which includes narrative construction, characterization, symbolism, and cinematographic techniques; and finally ideology, which encompasses values, belief systems, and power relations that shape meaning. This theory was chosen because it can thoroughly explain the relationship between media texts and social contexts, particularly in uncovering practices of gender discrimination.

*The research method used is a qualitative approach with semiotic analysis. The research data were obtained through observation and documentation of key scenes in the film *Woman From Rote Island*, which were then analyzed by examining visual signs, audio, dialogue, and cinematic elements. The analysis was conducted by categorizing the findings into three semiotic levels to reveal how the meaning of gender discrimination is constructed through these signs.*

The film encourages audiences to view gender discrimination not as an individual problem but as a collective issue that requires social awareness and the courage to resist. This research is expected to contribute to communication and media studies, particularly in understanding gender representation and semiotic practices in film.

Keywords: Discrimination, Semiotics, Film, Woman From Rote Island.