

ABSTRAK

Sare, M. G. P. A. (2023). *Representasi Perempuan dalam Film MARS: Analisis Wacana Kritis Sara Mills*. Skripsi. Yogyakarta: Pendidikan Bahasa dan Sastra Indonesia, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Sanata Dharma.

Perempuan sering digambarkan sebagai objek yang lemah dan tertindas dalam teks. Salah satu media penggambaran kaum perempuan ialah film, karena mudah menarik perhatian masyarakat. Tujuan penelitian yaitu untuk mendeskripsikan representasi perempuan pada posisi subjek dan objek film MARS, berdasarkan analisis wacana kritis Sara Mills dan mendeskripsikan representasi perempuan pada posisi penonton dalam film MARS, berdasarkan analisis wacana kritis Sara Mills.

Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teori analisis wacana kritis Sara Mills untuk menggambarkan posisi subjek-objek dan penonton dalam film MARS. Sumber data berupa film dan data berupa tuturan tokoh yang mempresentasikan perempuan dalam posisi subjek-objek dan penonton. Pengumpulan data dilakukan dengan metode simak dan catat dengan menggunakan peneliti sebagai instrumen penelitian. Analisis data dilakukan dengan reduksi data, penyajian data, dan menarik kesimpulan.

Berdasarkan hasil analisis, peneliti menemukan 18 data yang merepresentasikan perempuan dalam film. Pertama, posisi subjek ditempati oleh perempuan dengan bentuk representasi berupa mengalah, pengorbanan, sabar, kasih sayang, dukungan, rela sengsara, perjuangan, rajin, dan penindasan. Kedua, representasi pada posisi objek berupa perjuangan, lemah dan tertindas, belum memenuhi persyaratan, nakal dan suka melanggar aturan, perjodohan, dan kejujuran. Ketiga, pada proses penyapaan penonton dilakukan dengan melalui proses mediasi dan kode budaya, yang menghasilkan representasi perempuan dalam bentuk perjuangan dan diskriminasi.

Kata Kunci: Analisis Wacana Kritis, Sara Mills, Feminisme, Representasi, Perempuan, Film.

ABSTRACT

Sare, M. G. P. A. (2023). **The Representation of Women in MARS Films: A Critical Discourse Analysis by Sara Mill. Thesis.** Yogyakarta: Indonesian Language and Literature Education, Faculty of Teacher Training and Education, Sanata Dharma University.

Women are often depicted as weak and oppressed objects in the text. One of the media depicting women is film, because it is easy to attract public attention. The aim of this research is to describe the representation of women in the subject and object position of the MARS film, based on Sara Mills' critical discourse analysis and to describe the representation of women in the position of the audience in the MARS film, based on Sara Mills' critical discourse analysis.

This study uses a descriptive qualitative approach with Sara Mills' critical discourse analysis theory to describe the subject-object and the audience positions in the MARS film. The data source is in the form of films, and the data is in the form of speeches by characters who represent women in the subject-object and the audience positions. The data collection was carried out using the observing and noting method, using researchers as research instruments. This data analysis was carried out by reducing data, presenting data, drawing conclusions.

Based on the results of the analysis, the researchers found 18 data points that represented women in films. First, the subject position is occupied by women with forms of representation such as obedient, sacrifice, patience, affection, support, adversity, struggle, diligence, and suppression. Second, representation in the object position such as struggle, weak and oppressed, not meeting the requirements, being naughty and breaking rules, arranged marriages, and being honest. Third, the process of greeting the audience is carried out through a process of mediation and cultural codes, which results in women's representation in the form of struggle and discrimination.

Keywords: *Critical Discourse Analysis, Sara Mills, Feminism, Representation, Women, Film.*