



## Analysis of Women's Representation in Indonesian Films

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### ABSTRACT

Film is a mass media that has a strong influence in shaping public perception. Representation of women in films can reflect the values and social norms that apply in society. This research aims to analyze the representation of women in Indonesian films. The method used is Roland Barthes' semiotic analysis model. Research data was obtained from three Indonesian films, namely "Marlina Si Pembunuh dalam Empat Babak", "Siti", and "Perempuan Berkalung Turban". The research results show that the representation of women in Indonesian films can be divided into two categories, namely: 1. Women as sexual objects. This representation shows women as weak, passive, and only as sexual objects. This can be seen in the film "Marlina Si Pembunuh dalam Empat Babak", where Marlina is depicted as a weak woman who is a victim of rape. 2. Women as agents of change. This representation shows women as strong, independent, and able to act as agents of change. This can be seen in the films "Siti" and "Perempuan Berkalung Turban", where Siti and Annisa are depicted as female figures who dare to fight injustice and fight for women's rights.

### 1. Introduction

Women are a social group that has an important role in society. Women play roles as mothers, wives, workers, and leaders. Women also play a role in various other areas of life, such as politics, economics, and socio-culture. Women have diverse roles in society. However, women often experience discrimination and violence. Discrimination against women can occur in various forms, such as discrimination in education, employment, and politics. Violence against women is also a serious problem faced by women throughout the world. The representation of women in mass media, including films, can be a factor that influences society's perception of women. Film is a mass media that has a strong influence in shaping public perception. Films can reflect the values and social norms that apply in society.<sup>1-4</sup>

Representation of women in Indonesian films can have a significant impact on society's perception of women. Fair and positive representation of women can help increase public awareness of the importance of gender equality.

Therefore, it is important to analyze the representation of women in Indonesian films. This analysis can be carried out to find out how women are represented in Indonesian films and how this representation can influence society's perception of women. Analysis of the representation of women in Indonesian films can provide valuable information about how women are represented in mass media. This information can be used to increase public awareness of the importance of gender equality and to encourage the creation of films that display fair and positive representations of women.<sup>5-10</sup>

## 2. Methods

This research uses the Roland Barthes model of semiotic analysis method. Semiotic analysis is one method used to analyze meaning in the text. This method is based on the concept of signifier and signified. Research data was obtained from three Indonesian films, namely *Marlina Si Pembunuh dalam Empat Babak* (2017), *Siti* (2020), and *Perempuan Berkalung Sorban* (2013). The three films were chosen because they have different themes, namely: *Marlina Si Pembunuh dalam Empat Babak* raises the theme of violence against women; *Siti* raised the theme of women's struggle; *Perempuan Berkalung Sorban* raised the theme of women's roles in religion.

The research procedure was carried out in several stages, namely: Stage 1: Data collection: Research data was collected by re-watching the three films. Researchers noted various aspects related to women's representation, such as women's roles, women's characteristics, and women's relationships with men. Stage 2: Data analysis: Research data was analyzed using Roland Barthes' semiotic theory model. The analysis was carried out by identifying the signifier (signified) and signified (signified referred to) from various aspects related to women's representation. Stage 3: Data interpretation: Data interpretation was carried out to understand the meaning of the representation of women found in the three films. Interpretation is carried out using representation theory or gender theory.

Roland Barthes Semiotic Analysis: Denotation: Denotation is the most obvious level of meaning of a sign. The meaning of denotation is a meaning that can be directly understood by ordinary people. Connotation: Connotation is a more abstract level of meaning than a sign. Connotative meaning is the implied meaning of a sign and requires interpretation. In analyzing the representation of women in films, denotation analysis can be used to describe how women are depicted physically and in their behavior. Connotation analysis can be used to understand the meaning of the representation of women.

## 3. Results and Discussion

The research results show that the representation of women in Indonesian films can be divided into two categories, namely: 1. Women as sexual objects. This representation shows women as weak, passive, and only as sexual objects. This can be seen in the film *"Marlina Si Pembunuh dalam Empat Babak"*, where Marlina is depicted as a weak woman who is a victim of rape. The following are several examples of the representation of women as sexual objects in the film *"Marlina Si Pembunuh dalam Empat Babak"*: Marlina is depicted as a beautiful and sexy female figure. This can be seen from the clothes she is wearing, namely a tight and open dress. Marlina is depicted as a weak figure who can only surrender when she is raped by four men. 2. Women as agents of change. This representation shows women as strong, independent, and able to act as agents of change. This can be seen in the films *"Siti"* and *"Perempuan Berkalung Turban"*, where Siti and Annisa are depicted as female figures who dare to fight injustice and fight for women's rights. The following are several examples of the representation of women as agents of change in the films *"Siti"* and *"Perempuan Berkalung Turban"*: Siti is depicted as a woman who dares to fight against her abusive husband. Annisa is described as a woman who dares to fight against patriarchal rules at the Islamic boarding school.<sup>11-13</sup>

Film is a mass media that has a strong influence in shaping public perception. Representation of women in films can reflect the values and social norms that apply in society. Representation of women in films can be divided into two categories, namely, fair and positive representation of women. This representation shows women as strong, independent, and able to act as agents of change. Unfair and negative representation of women. This representation shows women as weak, passive, and only as sexual objects.<sup>14,15</sup>

Fair and positive representation of women can help increase public awareness of the importance of gender equality. This representation shows that women have the same potential as men to play a role in various areas of life. Fair and positive representation of women can also help protect women from discrimination and

violence. This representation shows that women are strong and independent figures who are able to protect themselves.<sup>16,17</sup>

Unfair and negative representations of women can cause society to view women as weak, passive, and only as sexual objects. This can be one of the factors that causes women to experience discrimination and violence. For example, the representation of women as sexual objects can cause society to view women as figures who only have physical selling value. This can cause women to become targets of sexual harassment and sexual violence.<sup>18-20</sup>

#### 4. Conclusion

Representation of women in Indonesian films can have a significant impact on society's perception of women. Therefore, it is important to display a fair and positive representation of women.

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