

## ABSTRAK

**Hayati, Hasna Arridha.** “Representasi Feminisme dalam Film *Budi Pekerti* Karya Wregas Banuteja (Analisis Wacana Kritis Perspektif Sara Mills)”. Skripsi. Purwokerto: Fakultas Ilmu Budaya, Universitas Jenderal Soedirman.

Penelitian ini dilatarbelakangi oleh adanya interpretasi perempuan di media massa sebagai sosok yang lemah dan termarginalkan. Tujuan penelitian ini mendeskripsikan posisi subjek-objek, penonton, dan menjelaskan penggambaran perempuan dalam film *Budi Pekerti* karya Wregas Banuteja berdasarkan analisis wacana perspektif Sara Mills. Penelitian ini merupakan penelitian deskriptif kualitatif. Data dikumpulkan melalui teknik simak bebas libas cakap, catat, rekam, dan transkrip tuturan film *Budi Pekerti* karya Wregas Banuteja. Data penelitian ini dianalisis menggunakan analisis wacana kritis perspektif Sara Mills kemudian dikombinasikan dengan analisis data dari Miles & Huberman. Hasil penelitian menunjukkan terdapat 61 data yang terdiri atas 33 data yang menggambarkan posisi subjek atau pencerita. Sementara itu, posisi objek dalam film *Budi Pekerti* tergambarkan dalam 8 data dan posisi penonton dalam film *Budi Pekerti* dianalisis melalui 20 data yang diperoleh dari komentar atau ulasan di media sosial seperti Instagram, TikTok, dan X. Penggambaran perempuan dalam film *Budi Pekerti* dibagi menjadi tiga aspek utama. Pertama, kedudukan perempuan dalam masyarakat ditinjau dari peran gender. Tokoh perempuan menempati peran profesional dan penjaga moralitas yang berperan dalam mempertahankan nilai-nilai dan norma masyarakat. Kedua, karakter tokoh perempuan memiliki kontrol pada relasi kekuasaan. Tokoh perempuan digambarkan memiliki kendali atas hidup dan keputusan mereka, mampu membuat pilihan secara mandiri tanpa tekanan, serta terdapat gambaran ketidaksetaraan antara perempuan dan laki-laki dalam hubungan kekuasaan yang mendorong tokoh perempuan untuk melawan dominasi kekuasaan tersebut. Ketiga, kontribusi perempuan dalam cerita. Tokoh perempuan menentang stereotip tradisional tentang perempuan di masyarakat dan memiliki peran penting sebagai pereda konflik serta penggerak solusi dalam menyelesaikan masalah.

**Kata kunci:** Analisis Wacana Kritis, Sara Mills, Feminisme, Film *Budi Pekerti*.

## **ABSTRACT**

**Hayati, Hasna Arridha.** *"Representation of Feminism in the Film Budi Pekerti by Wregas Banuteja (Critical Discourse Analysis from Sara Mills' Perspective)". Thesis. Purwokerto: Faculty of Cultural Sciences, Jenderal Soedirman University.*

*This research is motivated by the interpretation of women in the mass media as weak and marginalized figures. The aim of this research is to describe the subject-object position, the audience and explain the depiction of women in the film Budi Pekerti by Wregas Banuteja based on discourse analysis from Sara Mills' perspective. This research is a qualitative descriptive research. Data was collected using free listening techniques, taking notes, recording and transcribing recordings of the film Budi Pekerti by Wregas Banuteja. This research data was analyzed using critical discourse analysis from Sara Mills' perspective and then combined with data analysis from Miles & Huberman. The research results showed that there were 61 data consisting of 33 data that described the position of the subject or storyteller. Meanwhile, the position of objects in the film Budi Pekerti is depicted in 8 data and the position of the audience in the film Budi Pekerti is analyzed through 20 data obtained from comments or reviews on social media such as Instagram, TikTok, and X. The depiction of women in the film Budi Pekerti is divided into three main aspect. First, the position of women in society is viewed from gender roles. Female characters occupy the role of professionals and guardians of morality who play a role in maintaining the values and norms of society. Second, female characters have control over power relations. Female characters are depicted as having control over their lives and decisions, being able to make choices independently without pressure, and there is a depiction of inequality between women and men in power relations which encourages female characters to fight against this domination of power. Third, the contribution of women to the story. Female characters challenge traditional stereotypes about women in society and have an important role as conflict reducers and solution drivers in resolving problems.*

**Keywords:** *Critical Discourse Analysis, Sara Mills, Feminism, Budi Pekerti Films.*