

Feminism Representation in Film Gone Girl by David Fincher (Charles Sanders Peirce Semiotics Analysis About Feminism Representation Through the Character of Amy Dunne)

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Abstract

Film as a medium to convey the message to the audience is inseparable from gender issues are often discussed. As we often see in a movie that shows that the position of women has always been under men by making women become the weak oppressed. This of course indicates gender discrimination against women dealing with issues of feminism. Like in the Gone Girl movie which is illustrated by a cast of characters Amy Dunne. This study uses a semiotic analysis of Charles Sanders Peirce based interpretant consisting of rheme, dicisign, and argument. The focus of this study see the forms of gender inequality through the character of Amy Dunne in Gone Girl. The results of this study indicate there's a gender discrimination that characters Amy Dunne received in Gone Girl movie.

Keywords: Gender, Feminism, Semiotics