

## **ABSTRACT**

*The mass media, especially films, is a kind of credible medium that delivering an information to the public. Every single messages, could be disseminated by an interesting packaging of audio and visual. And, the point is, film can be an extension of the hand in telling a discourse, or even a perspective on intended purpose, either by the author or the audiences at the same time.*

*This research intends to find out the way that hegemony was built through a documentary movies. The hegemony of this research was based according to the notion of Antonio Gramsci, an Italian who declared the concept about how a discourse could be accepted by society at all, without a coercion but intellectual acceptance.*

*The used method by the researcher is a qualitative research method, with Sara Mills's critical discourse analysis. Which sees a discourse by two sides differently; The Subject-Object position and Producer-Viewers position.*

*The results from this research revealed that, hegemony was built on a systematic and comprehensive ways, ranging from the synopsis to the part of scenes inside, that collaborating into a powerful messaging entity. The focus on "Eviction isn't the solution" words of "Jakarta Unfair", is a good punchline in case capturing the conveyed message. With a good messages composition on the film, hegemony awakened in attempt to penetrate the first thrown hegemony through the mainstream media. "Jakarta Unfair" became the counterpoint of it, and becoming a real distinction on the public. Hegemony summarized in a larger ways, which is attributed to the counter of hegemony, to the sides that lives with the power behind.*

***Keywords: Hegemony, Critical Discourse Analysis, Sara Mills, Film***