

ABSTRACT

Currently, the emergence of various films as a medium of mass communication has a major impact on society, such as the relationship between films and gender issues. Abah's role in the film Keluarga Cemara is the most highlighted thing, because this film is indirectly dominant in building the characteristics of the father figure who appears as the hero of his family, by highlighting the strong role of men as a father. For this research, the researcher takes the discourse on male gender roles from the character Abah in the film Keluarga Cemara, which is displayed through a dialogue related to the character Abah as the object of this research. This study focuses on how the discourse of the male gender role in the Abah character in the family in the film Keluarga Cemara. The purpose of this study is to reveal how the discourse on Abah's gender role in the family is packaged in the film Keluarga Cemara using Sara Mills' critical discourse analysis. This research is a discourse analysis using a critical paradigm, through a qualitative approach. The analysis used is critical discourse analysis combined with Sara Mills' critical discourse analysis method. After the analysis, it was concluded that the film entitled Keluarga Cemara was able to present the discourse of Abah's gender role as a head of the family and father by placing men not only as subjects but as objects. The position of the audience in this film is also a factor, by following the dominant reading, the audience in this film is led to position themselves based on Abah's perspective.

Keywords: Film, Discourse, Gender