

ABSTRACT

The research was motivated by the researchers anxiety over the phenomenon of stigmatizing women in society who are often considered weak, emotional, only having a role in the domestic sphere, and even women are seen as nothing more than tools of sexuality in a relationship. Therefore, women are considered as second class humans after men, so women do not have the right to determine their own way of life. But in fact, women have the same rights as men, namely both have the right to freedom to define themselves. So that she can live according to her confidence as a woman. Along with the development of technology, film has become a medium to display the existing social reality. This includes the phenomenon of the stigma of women in society. Greta Gerwig tried to lift this phenomenon through the film Little Women. This research uses descriptive qualitative method with Sara Mills discourse analysis technique. Where several scenes (seconds) are used as the unit of analysis and data collection is done through observation, and literature study. The results of this study can meet the research objectives. The results of the research show that Jo position subjects and the characters of Beth and Mr. Dashwood as object. Then the position of readers/viewers is placed to be more sensitive to the phenomenon of women's stigma that exists in society and to find out about gender.

Keywords: Discourse Analysis Sara Mills, Postmodern Feminism, Little Women Film by Greta Gerwig