

Abstract

Women and men were an identity used by society to distinguish human sex. This difference resulted in a comparison of the positions between the two genders. Society viewed men as characters who tend to be stronger, dashing, and free to get jobs, however, it is different with women who were usually seen as weak, gentle, and have limitations in choosing a job. The term gender inequality was called gender bias. This awareness of gender bias was due to the different positioning of women. Related to gender bias, a problem that was often found in South Korean society. This gender bias could be conveyed through the media, one of which was film.

Film was a medium for acting. Film was one form of media that serves as a new tool for disseminating entertainment content that had been commonly used in the past and for advertising services such as stories, events, music, theater, and others for the public. One such film was Kim Ji Young, Born: 1982 which was an adaptation of a novel by Cho Nam-Joo. This film contained all the problems related to gender inequality in society. Not only visuals, the text from Kim Ji Young's film, Born: 1982 supports and reinforces the story conveyed. The research method used in this study was a qualitative research method and used a critical paradigm.

The data analysis used in this research was Sara Mills' critical discourse analysis which used object-position analysis and audience position analysis. Using the framework of Sara Mills' discourse analysis, this study aims to find out how gender bias was displayed in a text/discourse. The results of this study show how Kim Ji Young lives in an environment that did not support women to do what they wanted and always differentiated from men. Where the Korean woman was depicted in the film Kim Ji Young, Born: 1982, it showed how women were treated unfairly in the family and work sphere, harassed, did not get freedom of rights, and the freedom to get a job.

Keywords: Women, Film, Kim Ji Young, and Sara Mills' Critical Discourse Analysis