MULTIMODAL DISCOURSE ANALYSIS OF SEXUAL VIOLENCE IN 'PHOTOCOPIER' FILM

Rahma Khairunnisa Fiardi
Visual Communication Design, Faculty of Creative Industries
Telkom University, Bandung.

Email: rahmaknf@gmail.com

ABSTRACT

Sexual violence is one of the social problems that is rife and continues to increase, especially in women. News about sexual violence against women is conveyed through various mass media, including films as a medium for conveying messages and forms of social representation. The rise of cases of sexual violence has attracted filmmakers to make films with a similar theme. These films tend to present rape cases as a form of sexual violence. However, sexual violence is not only limited to that. The film Photocopier as one of the films with a similar theme brings a new picture that sexual violence is not only limited to rape, but also other forms such as sexual harassment and exploitation. These forms of sexual violence are present in signs, symbols and other semiotic sources in the film Photocopier. By using multimodal discourse analysis tools and Andrew Burn's kineikonic theory in the selected Scene s, other forms of sexual violence can be obtained. The results of this study show that forms of sexual violence include sexual exploitation in the form of selling photos and personal data of victims, sexual control in the form of judging victims of violence who are drunk, physical abuse in the form of nudity that the victim is not aware of, and non-physical harassment in the form of silent recording of nudity. Against victims.

Keywords: Sexual Violence, Women, Film, Multimodal Discourse Analysis, Kineikonic mode