

GENDER DISCRIMINATION TOWARD FEMALE CHARACTER IN THE FILM” ON THE BASIS OF SEX” BY DANIEL STIEPLEMAN

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ABSTRACT

This study reveals a gender discrimination experienced by the main female character who dares to fight gender discrimination in the film *On the Basis of Sex* by Daniel Stiepleman. The purpose of this film is to discuss of gender discrimination experienced by the female character with her efforts to uphold justice and to fight gender discrimination. In analyzing this film, the researcher applied a qualitative method by applies the theory of feminism by Simone de Beauvoir (1949). The data were collected by reading the film script in detail and identify every utterance that contains elements of discrimination. After that, the data were analyzed using the Beauvoir theory and the results showed that the main character of women experienced gender discrimination in the world of education and environments . Even though the female character experienced gender discrimination, the female character in the film *On the Basis of Sex* was able to uphold justice for women's rights at that time. The female figure asked for equal rights between male and female as female were also able to do men's work, were able to fight for justice in the world of education and explained the importance of the role of female in any environment. All of these efforts use the theory of feminism proposed by Simone de Beauvoir.

Keywords : Gender discrimination, feminism, female, film.