

ABSTRACT

Gender is a concept that explains the nature of men and women who are constructed socially and culturally. For example, women are known to be gentle, beautiful, emotional, or motherly. While men are considered: strong, rational, manly, powerful. The concept is actually not a problem as long as no party is harmed. However, understanding the gender concept generates gender inequality in both men and women. The mass media, which is an independent institution as a provider of information, education, entertainment and social control in believing can quickly provide an understanding to the public about what will be discouraged consider that media has a large scope and can reach many people.

This research was conducted to find out the discourse of gender inequality in SITI movie. The method used in this research is qualitative research method with the approach of critical discourse analysis of Sara Mills to analyze the position of subject-object and producer-audience in describing discourse of gender inequality which represent marginalization, subordination, stereotype, violence, and work load which is displayed scene and dialogue. The data collection technique is derived from the author's observation of the SITI movie by observed the whole storyline, the SITI movie document and literature study, collecting papers, books, and other information about critical discourse analysis of Sara Mills model.

The conclusions of this research, through discourse strategies presented through the SITI movie can be seen that the existence of women with the concept of gender and culture makes women in a position that is less favorable, resulting in injustice in the form of marginalization, subordination, stereotype, violence, and workload. The power of discourse encourages meaning that will be accepted by the audience in understanding the concept of gender that actually marginalizes women.

Keywords: *Gender, Gender Inequality, Movie, discourse analysis of Sara Mills*