

## ABSTRACT

The Chinese word is a pronounced call when looking at an ethnic Chinese. In the past the call of the word “China” had a bad meaning in society because it was spoken with a sense of hatred and anger as a result of the riots in 1998. This Chinese word is embedded in people's mind when they saw an ethnic Chinese. This word is pronounced by laughing, mocking, demeaning that is done continuously which becomes an act of bullying against ethnic Chinese. The movie that raises the act of bullying against ethnic Chinese is the *Ngenest* movie. *Ngenest* is a comedy movie that tells the story of Ernest, a Chinese descendent who experienced bullying in the school and community because he was different from his friends. The act of bullying took the form of calling out Chinese words and the physical bullying experienced. This study aims to determine the forms of bullying contained in the *Ngenest* movie and calculate the percentage of bullying scenes appearing to determine the dominant bullying scenes that often occur. This research uses descriptive quantitative content analysis method using positivistic paradigm. The result in this study found that in the *Ngenest* movie there are 19 scenes of bullying with the type of physical bullying, verbal bullying, and relational bullying. Bullying scenes that have a high percentage of verbal bullying are 52,63% with 10 scenes appearing. Second, physical bullying with a percentage of 36,84% with 7 times the appearance of the scenes. And the rare bullying scenes is bullying 10,52% relational bullying with the appearance of 2 times.

Keywords : Content Analysis, Movie, Bullying, Chinese Ethnic