

ABSTRACT

Basically, film is a form of electronic mass communication in the form of audio-visual media and is able to display various forms of words, sounds, images as well as combinations. Basically, films are sometimes formed to show a picture of a social reality that is happening in real society. Basically, this research is structured in order to find out the forms of discrimination that occurred in society in the era of Dutch colonialism through buildings depicted through scenes and dialogues in the film Bumi Manusia. Bumi Manusia is a fictional film based on a novel that tells the story of the oppression experienced by the character Titho Adhie and the family of Nyai Ontosoroh. The focus of the research itself is focused on forms that can be said as an act of discrimination. By using qualitative research methods and also the data selected as the object of analysis using the semiotic approach of Roland Barthes. Thus, research results have been obtained which show that there is an act of discrimination that is visualized dominantly in the film Bumi Manusia. i discrimination itself can be analyzed through the scenes shown and also the dialogue selected in the film. One example is the legal imbalance experienced by a woman who has the nickname of a Nyai.

Keywords: *Semiotics, Barthes, Movie, Bumi Manusia*