

ABSTRACT

Discrimination is behavior that's not in accordance with personal or group based on something, usually based on something such as categories or distinctive attributes, such as based on race, ethnicity, religion, or membership of social classes. This term usually describes an act of the dominant term faction in its terms with a minority that tends to be weak. So it can be concluded this behavior isn't democratic and immoral. In October 2020 the streaming film streaming platform Netflix released a film with the theme of discrimination against women entitled The Queen's Gambit. In the film The Queen's Gambit, the struggle against discrimination by the majority of the audience. The purpose of this study is to find out the meaning to be conveyed in the film The Queen's Gambit by using semiotic meaning. This study uses an approach using Roland Barthes' semiotics which is based on Roland Barthes' semiotics study which is divided into 3 meanings, namely, denotative, connotative, and myth. The research was conducted by analyzing the scenes in the film and then dividing them into 11 units of analysis. The results of this study indicate the existence of marginalization, subordination, indoctrination, patriarchy, and women who are used as visual enjoyment for men. From this research, that the discrimination that occurs throughout the film can occur because it's formed by the environment where Elizabeth lives which normalizes the act of discrimination itself. Whereas behind the act of discrimination that occurred to Elizabeth Harmon has a goal that's men can always dominate women's lives and that women are not above men.

Keywords: Film, Discrimination, Semiotics and Semiotics Roland Barthes.