

ABSTRACT

In today's era, racial differences are a trigger for discriminatory ideological conflicts where this assumes that their racial group is superior to other races and excludes women as powerless and men as more powerful. Acts of discrimination also follow the frenzy of feminism. The depiction in the film Hidden Figures draws the characters of three African-American women as the main ingredient in the treatment of objects of racism. Do not rule out of possibility of their achievements and status, they still experience discrimination. This study discusses how the twists and turns of discrimination that occur to women. This study uses qualitative research method with Sara Mills's critical discourse analysis research theory and aims to describe discrimination against film representation. Through tracing the results of this study indicate that there are traces of discriminatory ideology that occurred from the Hidden Figures film which clearly shows racial prejudice of the white race towards black people. So as to produce an understanding that there is a category of discrimination found in the concept of film domination

Keywords: discrimination, women, qualitative research analysis