ABSTRACT

The research titled "Discourse Analysis of Ethnic Discrimination and Cultural Identity in the Film "Kitorang Basudara" by Ninndi Raras" aims to explore the representation of ethnic discrimination and cultural identity within the film. Utilizing a discourse analysis approach and qualitative analysis methods, the study employs data collection techniques that include transcript analysis and visual analysis. The data management strategy involves literature review, observation, and documentation. Data collection procedures are conducted using purposive sampling and meticulous data management. "Kitorang Basudara" serves as the subject of this study, which evaluates how the film constructs and presents social issues related to inter-ethnic relations and cultural conflict. The findings indicate that the film portrays ethnic discrimination through its characters and plot, alongside a complex portrayal of cultural identity, highlighting the individual's struggle to maintain their identity amidst social and political pressures. This research offers insights into the role of cinema in shaping and critiquing societal perspectives on ethnicity and culture.

Keywords: *Discourse Analysis, Ethnic Discrimination, Cultural Identity, Film, Kitorang Basudara.*