An analysis of feminism in the movie "The Hunting Ground" reviewed from the semiotics of John Viske

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ABSTRACT

The Hunting Ground" is a documentary movie which tells about the sexual violence in United States colleges. The story is about the new college students, especially women who became the targets of rape and sexual violence. It is a pity because the colleges always ignore and do not respond the report from the victims. The aim of this study is to determine the representation of feminism in the "The Hunting Ground" movie through John Fiske's semiotics. This research used qualitative method with the semiotics analysis of John Fiske. The Object of this research is the cases of feminism which is contained in this movie with The Codes of Television theory. This theory use three social codes such as reality, representation, and ideology. The result of this research were: First, the forming of feminism meaning in "The Hunting Ground" movie was through dialogues, interviews, narratives, and conflicts which was shown from the process of the survivors' struggle to get their welfare back. Second, the feminism in "The Hunting Ground" movie was shown through the behaviors and attitudes of survivors who dared to oppose their own colleges by filing lawsuits and accusations on the cases which befell the victims. Third, the formation of liberal feminism was a movement which described the situation.

1. Introduction

The depiction of the female figure in the reality of life will certainly form a representation. Especially when it comes to a social life that occurs in society. A lot of people think that women should not act similar to men. Even the existence of women in society still puts forward a patriarchal culture in life. So don't be surprised if there is a discussion about women related to the issue of feminism (Juliano, 2015).

Looking at the current condition, it can be said that the root of the problem is based on discrimination against women. Women are indeed more susceptible to sexual violence, especially in the midst of high gender imbalances that can occur anywhere. A culture that sees women as objects is able to close the inner eyes of the perpetrators of violence (Jati Kusuma, 2019).

The Hunting Ground is a documentary film that discusses of sexual violence in the university environment and the failure of the campus to fully the investigate of the case. This film deliver a message to the survivors of sexual harassment. They have to fight for justice. The victims should owning the right to get the welfare of life properly. However, many parties cover up and even neglect to process the case. This is what makes researchers interested in researching the film (Koukounas & McCabe, 2001).

2. Theorotocal Framework

A. Feminism

Feminism is an understanding that is able to form a view and framing a mind of the phenomenon or reality that has occurs. Feminism (Feminist / Femina), comes from Latin which means woman. In feminist theories, the focus is on the fundamental problems concerning women with the main issue of gender justice. It means that feminism is an understanding or theory of gender justice. Meanwhile, what is meant by feminists are people who realize that women have been treated unfairly and try to change this situation (Bryson, 2019).

B. Semiotics Analysis of John Fiske

John Fiske used code words to denote a system of tagging (Zhao, Chen, & Zhao, 2020). The codes that appear on television programs are interconnected to the form of a perception. In the television codes expressed by John Fiske's theory, it shows that the events broadcast in the world of television have been encoded by social codes which are divided into three stages, first, the level of reality, namely the social code which includes appearance, costume, make-up, environment, behavior, dialogue, expressions, gestures, and so on. Second, the level of representation, namely reality encoded in electronically encoded, such as cameras, lighting, editing, sound, and music. Third, ideological levels such as individualism, capitalism, patriarchy, race, class, and so on (Hills, 2013).

3. Method

A. Method of Research

The method of this research is the case study method. This research focuses on a particular case by collecting various information which is processed so that the problem can be resolved. The type of this research is descriptive qualitative (Jandevi, 2019). Qualitative research uses a natural setting which is to interpret the phenomena that occurs and is carried out by involving various existing methods (Kriyantono, 2006). The researcher had been objecting this research using the documentary movie entitled "The Hunting Ground". The subject which the researcher had used was dialogue in every sequence in the movie entitled "The Hunting Ground". The researcher used the content of analysis data collection method in the form of observation (Paramitha, 2020). This research uses John Fiske's semiotic data analysis technique. Semiotics is a science or analytical method for learning the signs. John Fiske uses television codes which are divided into three levels, namely the level of reality, the level of representation and the level of ideology (Hawali & Cyrielle, 2020).

4. Results and Discussion

"The Hunting Ground" movie presents interviews with female students who are the victims of sexual violence in campus. The victims explained the chronology from the beginning until they finally get out of the situation. Besides, the victims still have to fight to the campus which seems disregardful. The campus wants this case to end peacefully without being exposed by outside media. This is to maintain the image of the campus. This is what makes the victims anger with the campus decision as it seems unfair.

The survivors are not just stand silent. They eventually formed a community called "end rape". The goal is that the victims should owning the courage to speak up and do not have to be afraid of the various resistance that exists from outside. The survivors also took the case to court. Although the accusation was denied, finally after receiving pressure from the victims, the Ministry of Education finally followed up on the case (Akhyani, 2020).

The researcher found three social codes using John Fiske's semiotics. First, the formation of the meaning of feminism that is depicted on the movie entitled "The Hunting Ground" through the dialogue, interviews, narratives, and conflicts that are shown by the survivor's process of struggle to regain their welfare. Second, through the behavior and attitudes of the survivors who dared to go against their own campus by filing suits and accusations on cases that befell the victims. Third, the movement that describes this situation is liberal feminism. The agenda of liberal feminism is to urge

women to be given the same educational and economic opportunities, and the same responsibilities (Fiske & Glynn, 1995).

5. Conclusion

The formation of the meaning of feminism through social codes is shown by how the survivors' struggle to get their welfare back. There is an individual ideal which is shown from the irresponsible attitude of the campus parties.

The feminism depicted in the movie of The Hunting Ground is liberal feminism. This is shown through the behavior and attitudes of the survivors who dare to go against their own campus by filing complaints and accusations.

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