Linguistics

A Semiotic Analysis in Who Killed Sara Film (2021)

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ABSTRACT

This article aims to (1) to find out the connotative and denotative of meaning in the film Who Killed Sara (2) to determine the forms of gender discrimination which appear in Who Killed Sara. Researcher uses Roland Barthes's Semiotics theory to identify the Gender discrimination form that appear through the film Who Killed Sara. After the deep research, the researcher founds that (1) the meaning of gender discrimination is highlighted by the discriminatory treatment of women in public life. When a group of people imposes restrictions on the social life of a woman, their view of the weakness and low status of women also leads women to experience discrimination (2) the form of discrimination that appear through the film has many varieties, such as; violence (verbal and non-verbal), stereotype, subordination, and workload. From this film, it can be seen that acts of discrimination are heinous acts and have a bad impact on a person. So this film provides a moral message for us viewers to create gender equality in social life.

INTRODUCTION

Language as a means of communication in our daily lives is crucial for our survival. The more a person masters a language, the easier it is for them to interact with someone. In this world, there are thousands of languages, and each language has its own system called grammar (Kridalaksana, 2005). There is a grammar for Indonesian, a grammar for English, a grammar for Japanese, and so on.

The term "language" can be used in both literal and metaphorical senses. In a literal sense, the term "language" refers to ordinary language, which is natural and used in everyday life. Meanwhile, in a metaphorical sense, the term "language" refers to various ways of communication or contact (signs or other symbols) (Alex Sobur, 2001). In linguistic discourse, language is defined as a meaningful and articulated system of sound symbols, which are arbitrary and conventional, and which is used as a communication tool by a group of people to generate feelings and thoughts.

Semiotics is a social science model of understanding the world as a system of relationships that has a basic unit called a "sign". Semiotics

comes from the Greek word, semeion, which means sign. The "sign" itself is defined as something that can represent something else on the basis of social conventions (Umberto Eco, 1976).

In the world of semiotics, as stated by Ferdinand, language is considered as a "sign" which has a significant and significant component. Performing an analysis of signs, people must know which are the material aspects and which are the mental aspects. These two aspects are constitutive aspects of a sign. Without one of these elements, there will be no sign and we cannot talk about it, nor can we even imagine it (Sunardi, 1996). Roland Barthes developed two levels of signification that allow for the production of meaning that is also graded, namely the level of denotation and connotation. Barthes' development of semiotics, which discusses the meaning of signs by using two stages of signification, namely denotative and connotative, Barthes's thinking is a simpler version of Saussure's when discussing the glossmatic sign model. Barthes defines a sign as a system consisting of expression (E) or signifier in relation (R) with content or signified (C) or shortened to

ERC (Wibowo, 2013) Semiotics can also study the language in a film.

Film is one of the products of the mass media. The rapid development of technology and the internet has resulted in media that are able to produce products in the form of films that connect humans without knowing the boundaries of space and time. Film has present more than just images and sounds without meaning. Films are also often used as a means of delivering meaningful messages that the media wants to convey to the audience (Ardianto et al., 2014) Information and messages in the film are conveyed through scenes, dialogues, and story settings. These signs are called semiotics. The wide scope of information dissemination makes film be the right tool to describe social realities in human life. Therefore, film has a great influence and impact on human behavior.

Films allow us to relate stories of crime, mysterious events, romance, sex, and many other things that shape our social reality through the probing eyes of cameras (Danesi & Admiranto, 2010). Film is also playing as a pioneering role in gender equality. Necessarily, because it is an approach to informing the public about gender equality. This is useful to support the reconstruction of gender reality in order to create justice between genders.

Discrimination occurs in many areas of social life, including economics, politics, religion, education, and culture, as well as households. Discrimination is an act that violates human rights, because human rights covers the right to life and freedom, freedom of slavery and torture, freedom of opinion and expression, the right to work and to obtain an education, and other basic rights.

Gender equality is one of our human rights as beings. Unfortunately, so far, women are often seen as the weaker sex and only become a complementary image. Gender equality is the process of achieving the same treatment for men and women. The achievement of gender equality and equity is marked by the absence of discrimination between men and women.

Gender equality can occur by paying attention to contextual problems (which exist at a certain place and time) and situations or circumstances that are not based on mathematical calculations (amount/quota) and are not universal. However, there is still a lot of public awareness that is influenced by religious doctrines that have not moved from discriminatory attitudes. Religious doctrines that led discrimination are caused by a textual understanding of religion. In fact, theoretically, Al-Qur'an contains the principle of equality between men and women.

According to Sarifaa Suhra (Sarifa Suhra, 2013) in general, it seems that the Qur'an recognizes differences (distinction) between men and women, but these differences are not discrimination that benefits one gender and harms the other. These differences are intended to support the obsession of the Qur'an, namely to create a harmonious relationship based on affection. (mawaddah wa rahmah). Sarifaa also explains the Qur'an's obsession with diverting a tribal pattern of life (tribalism), which is prone to various tensions and injustices, towards the pattern of life of the ummah, as mentioned in QS. al-Baqarah: 213. Mansour Fakih(Fakih et al., 2003) classifies gender discrimination into five categories, namely: (1) marginalization, (2) subordination, (3) stereotypes, (4) violence, and (5) different workloads.

Gender inequality among women is still often found in various film titles. The film *Who Killed Sara* is an example of a film that depicts gender inequality. Film *Who Killed Sara* is a Mexican mystery thriller streaming television series created by José Ignacio Valenzuela and produced by Perro Azul, March 2021.The film was starred by Manolo Cardona, Ginnes Garcia Millan, Carolina Miranda, Eugino Siller, Ximena Lamadrid, and Alejandro Nones. The main theme raised in this film is the struggle of a family seeking justice.

The forms of gender inequality in women in the film *Who Killed Sara* are the main topics analyzed in this study. The forms of gender inequality are seen through the signs that appear in the film and are interpreted using Roland Barthes' two-stage signification. Scenes and dialogues in the film *Who Killed Sara* that contain gender injustice are analyzed using Roland Barthes' semiotic analysis so that forms of gender injustice can be more easily understood by the public

Semiotics is considered suitable for analyzing films because in films there are many signs, ranging from dialogue, behavior, and expressions to items. These signs are displayed with certain meanings to support the course of the story. By using Roland Barthes' two-stage signification in his semiotic theory, these signs can be studied in depth to reveal hidden meanings and messages that filmmakers want to convey.

The results of this study are expected to

have benefits, both in terms of theoretical and practical aspects. Thus, it can be useful for the public. Theoretically, this research is expected to provide insight to readers regarding the study about gender discrimination with semiotic analysis by Roland Barthes. Hopefully, this research may well be useful as an additional reference for future researchers. Practically, this research is expected could give people and readers an awareness and understanding that gender discrimination still happens around us these days, because as quoted from komnasperempuan.go.id as much as 299,911 cases of gender discrimination have occurred throughout 2020 and it turns out that the number of cases has increased drastically by 60% from 2019 with various types of discrimination cases. Therefore, this research is expected would build a thought in society that gender discrimination is a bad deed. So, there will be no more of gender inequality act in society.

There are several previous studies related to this material discussed about "Gender Discrimination in the Movie," which the researcher took in the form of journals and essays. The first previous research is a journal entry titled "Gender stereotypes in Moana (2016): A Film Analysis of the Main Character" The journal was written by Yogi Zanualdy Ramadhan and was published in 2019. The second previous research is a journal entry titled "The Struggle of the African-American Female Character in Margot Lee Shatterly's Novel Hidden Figures." The journal was written by Tiara Febrianti, Agnes Setyowati, and Ni Made Widisanti and was published in 2021. The third previous research is a thesis entry titled "Forms of Gender Inequality in Women in the Film Jamilah and the President". The essay was written by Melisa Sudharman and was published in 2020. The fourth previous research is a thesis entry titled "Gender Inequity in the Kartini Film". The essay was written by Arizqa Rahmawati and was published in 2018.

The difference between this research and the previous research that has been mentioned above is the object of the research. In this research, the author raises the issue of gender discrimination in the film Who Killed Sara with semiotic analysis from Roland Barthes, which is used to analyze the signs or representations of attitudes of discrimination that appear in the film Who Killed Sara.

II. METHOD

The research approach in this study is a qualitative. Through qualitative research, researchers can identify subjects and feel what they experience in their daily lives. qualitative research produces descriptive data, so that it is a detail of the phenomenon under study. Descriptive research is research that aims to depict in detail who, where, when, why, and how related to the subject under study (Sugiyono, 2014). The research analysis used in this research is semiotic model by Roland Barthes. This model was chosen because the researcher wanted to describe the signs contained in the film Who Killed Sara, as well as describe the gender discrimination contained in it. Semiotic data analysis method used by the researcher because the film is an object filled with signs or symbols, both in terms of images and dialogue and sound. Roland Barthes expands on semiotics to include denotation and connotation. In this case, Roland Barthes uses the terms "denotation" and "connotation" to show a level of meaning.

In this article, researchers used 1 research techniques, namely documentation. The documentation method is a data collection method used to trace historical data. Documents about people or groups of people, events, or events in social situations are very useful in qualitative research (Yusuf, 2014). This study uses a research instrument in the form of a data card. In this research instrument, there are 2 types of data to be analyzed, namely the form of gender discrimination and the meaning of language.

The analytical steps that will be carried out by the author in this study are outlined in a description of the data collected from the screenplay and dialogue of the film Who Killed Sara in accordance with Roland Barthes' semiotic theory, andthe data is also interpreted in a qualitative descriptive manner. Then, the signs usedin the film can be understood both at the first level (denotative) and at the second level (connotative). Then the results of the analysis by the researchers are described in the form of a draft report, as is the case in general.

III. RESULTS AND DISCUSSION

In this chapter, the authors describe the data found for analysis. Because the focus of this research is gender discrimination in the film Who Killed Sara, the data presented by the author is limited to scenes that contain gender discrimination. After understanding gender discrimination and its concept, the writer makes observations in the film "Who Killed Sara" and finds scenes in which

there is gender discrimination. Below are scenes containing gender discrimination found by the author: At this stage, the researcher will also try to analyze the selected data according to the research focus, using Roland Barthes' semiotic analysis model. The researcher then classifies the data to be analyzed into two stages of analysis, namely denotative and connotative.

Data 1 Episode 3

Alex   : So, bro, did you do her already, or what? God Hit
            thatchick, man! That Girl's fuckin' hot!
Chema   : We could doubleteam her
*Alex   : You mean both of us bang her together?*

In the middle of a festive party, Alex approaches Chema and tells her to sleep with Sara's friend Marifer. Chema gives Alex the idea to rape Marifer together. Alex, who heard this, was pleased with his friend's words. In fact, at that time, Chema and Alex met Marifer for the first time.

Denotative meaning obtained from the scene and dialogue is seen in a woman dancing in the middle of a party. The woman who was dancing became the subject of conversation between two men who were not far from her. The two men seemed to be plotting against the woman. This can be seen from the conversation between the two men which is "So, bro, did you do her already, or what? God Hit that chick, man! That Girl's fuckin' hot!".

The scene and the dialogue's connotative meaning is a manifestation of gender discrimination in the form of sexual harassment, which is reflected in the two men's attitudes. which they plan to bang that woman together. Non-pshycal violence discrimination in the form of sexual harassment. Non-Pshycal violence isviolence that exerts control over others through negative expressions towards others. Prohibition of socializing, kidnapping, humiliation, and ostracism are a few examples of mental violence (Fakih et al., 2003). Quoted from *washingtonpost.com,* according to Pryor — a psychologist at Illinois State University — and others have used socially engineered situations in laboratories to study how well the test predicts

people's behavior. And over time, they have identified these factors as the most distinctive in harassers: a lack of empathy, a belief in traditional gender sex roles and a tendency toward dominance/authoritarianism. Then the signified obtained from the dialogue "So, bro, did you do her already, or what? God Hit thatchick, man! That Girl's fuckin' hot!" and the scene which that 2 men was planning to commit sexual harassment to the dancing woman. In this film, Alex tells Chema to sleep tells her to sleep with Sara's friend, Marifer. Chema gives Alex the idea torape Marifere together. Alex, who heard this, was pleased with his friend's words. This was conveyed by the filmmakers because they considered the public's lack of awareness of how valuable the human body was.

Data 2 Episode 4
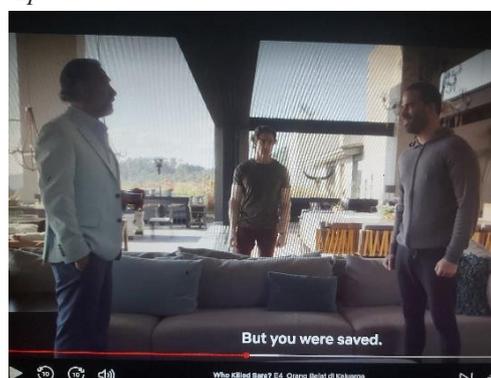
Caesar : Alex is free. It's not unusual that the little whore's
          case would be reopened"
Rodolfo: Dont you call her that"
Caesar : Im sorry but that's what she was. A little whore. Who
          shook her ass in front of your brother to try to get
          our last name. The rest of family had nothing to do
   *with it, you idiot"*

The picture above shows Mariana and Rodolfo Chema, Mariana, and Lazcano are seen having lunch at Lazcano's residence. In the midst of their lunch, there was a commotion between Chema and his father. Elisa came to ask about the child Sara was carrying before Sara died. When Elisa alleges that the child in Sara's womb is the child of her father, suddenly it triggers an even bigger commotion. Lazcano, who did not accept the accusation from his daughter, was getting more emotional. He called Sara a bitch who only wanted the Lazcano family property. Rodolfo, who did not accept his father's words, was angry with his father. Until, in the end, Mariana, as the mother,and Mrs. Lazcano also intervened to break up the commotion.

Denotative meaning is obtained from the dialogue and scene. It is seen that three men are arguing in the family room of a luxurious house. One male is seen wearing formal clothes, while

the other is wearing casual clothes. The debate occurred because of the words of one man who hurt the other person's heart. This is evidenced by the words of one of the men who told the person to stop vilifying the person "Im sorry but that's what she was. A little whore. Who shook her ass in front of your brother to try to get our last name. The rest of family had nothing to do with it, you idiot".

The connotative meaning in the scene and dialogue is a form of manifestation of gender discrimination in the form of verbal abuse, which is reflected in the words of one of the men. Verbal harassment triggers the other person's emotions. When someone hears insults with harsh words from someone they care about, they will be emotionally ignited. The mention of a whore can be said to be a bad thing. Although the words are not addressed to the listener, but rather a designation or accusation against someone, it is not true. It will definitely ignite anyone's emotions. Especially if we are close to the person being discussed. Quoted from *europa.eu*, the example of gender-based violence is Sex-based harassment includes unwelcome verbal, physical or other non-verbal conduct of a sexual nature with the purpose or effect of violating the dignity of a person. Then the signified obtained from the dialogue dialogue "Im sorry but that's what she was. A little whore. Who shook her ass in front of your brother to try to get our last name The rest of family had nothing to do with it, you idiot" and the scene which Caesar Lazcano who did not accept the accusation from his daughter, was getting more emotional, he called Sara a bitch who only wanted the Lazcano family property. From the data analysis above, the filmmaker describes the thoughts of a woman who is considered as a whore for unproven non-sense reason.

Data 3 Episode 4
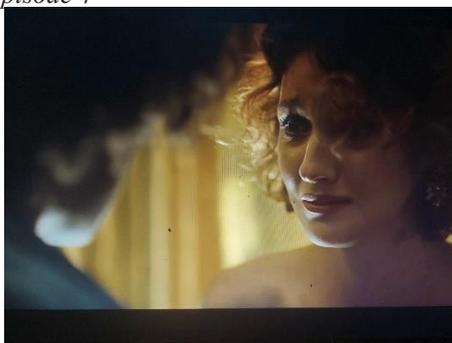
Caesar: *"This is Imara. She is about to teach you how to be a man. She doesn't speak a word of english, its better. That way, you can use her mouth for other things."*
Imara and Bruno entering a room
Bruno: *"it's okay, I don't wanna do anything"*
Imara keeps trying to touch bruno

Imara : *"Help"*

In this scene, Bruno is taken by Lazcano to a hidden place under his casino's basement. In that place, Bruno saw a lot of female commercial sex workers who were serving masher men. Not long after, Lazcano brought Bruno into a room that already contained a woman named Imara. In that room, Lazcano ordered Imara to serve Bruno, who was known to be a minor. After Bruno and Imara were left by Lazcano, Bruno caught a facial expression of threat and fear from Imara. Bruno tried to ask the cause of Imara's fear. Because of the language barrier, only the word "help" which could be understood by Bruno. It was at that time that Bruno finally realized that the commercial sex workers were being intimidated and threatened so that they would be used as tools for sexual gratification

The denotative meaning obtained from the dialogue and scene is that a naked woman with a frightened face is in front of a boy. This is known from the woman's dialogue with the boy, the girl said "Help".

The connotative meaning of the scene and dialogue is a manifestation of gender discrimination in the form of intimidation. This is shown by the look on the woman's face, which looks very scared. Intimidation is carried out by someone to make others obey and do what they want to that person. intimidation perpetrated against women can indirectly cause fear and damage the mentality of the victims. So that victims of intimidation can be treated arbitrarily. Emotional abuse is defined as any act that subjects someone to behavior that could result in psychological trauma, resulting in anxiety, depression, post-traumatic stress disorder, or that causes them to live in fear. Emotionally abusive people may use insults, humiliation, or fear tactics to manipulate or control others. Although emotional abuse may occur in the absence of other forms of abuse, if other types of abuse are occurring, emotional abuse will likely be happening as well. Verbal abuse can also take the form of bullying, which is emotional intimidation perpetrated by a person who is stronger than or in a position of power over the victim. Although bullying is most commonly associated with children or youth, the power differential between the elderly and their caretakers leaves them open to this common form of victimization, with accompanying mental stress. This mental stress can cause an emotional response of fear, psychological discomfort, or psychological

pain in the elder victim. Verbal aggression can be the use of cursing, swearing and vulgar language, or other emotionally charged communication targeted at the elder (Thaggard Sandra, 2020). And Then the signified obtained from the dialogue "Help" and the scene which was while asking for help, Imara's tears start to fall, which indicates that he is very scared and really needs help. It was at that time that Bruno finally realized that the commercial sex workers were being intimidated and threatened so that they would be used as tools for sexual gratification. The filmmaker describes an intimidation treatment carried out against a woman in order to achieve the desired goal of that person.

Data 4 Episode 8

Rodolfo: What the hell is going on in the casino basement? A whorehouse? What were you thinking? And even worse, you're abusing women. You know what that makes you?
Caesar: Abusing women? No one gets hurt my boy. I treat them like queens, it's all arranged. If my customers want a night of betting and passion, I'll give it to them. It's that simple

This scene shows Rodolfo and Caesar arguing in Caesar's study. Rodolfo goes to his father to ask about the brothel that is under his control. Rodolfo is very angry when he finds out how cruel Lazcano is in employing these women. The women were forced and even tortured to become commercial sex workers by Lazcano. Instead of Lazcano feeling guilty for his behavior, he even casually said that it was all for business purposes.

Denotative meaning obtained from the scene and dialogue is seen in the two men arguing in an office room. Their debate was triggered by something one of them did related to abusing women. This is reinforced by the dialogue of one of them when he asks something about women's abusive "Abusing women? No one gets hurt my boy. I treat them like queens, it's all arranged. If my customers want a night of betting and passion, I'll give it to them. It's that simple".

The connotative meaning of the scene and dialogue is a manifestation of gender discrimination in the form of stereotypes and workloads. It was reflected by women are used as commercial goods that are traded. With their bodies, women are required to satisfy the desires of men. Stereotype is the labeling of a certain group that has a negative connotation. Stereotypes cause a lot of inequality for certain genders because stereotypes have created a "view" that comes from the labels attached to them. Stereotypes generalize individuals into certain gender groups, so that stereotypes do not see the characteristics and uniqueness of the individual. Therefore, there are limitations in a person that shape personal characteristics and determine the future of each individual (Cook & Cusack, 2011). Meanwhile, Workload occurs in the form of differences in workloads based on gender differences. prostitution cannot be supported as a legitimate business because it is contrary to the principles enshrined in the Charter of Fundamental Rights. Then the signified obtained from the dialogue "Abusing women? No one gets hurt my boy. I treat them like queens, it's all arranged. If my customers want a night of betting and passion, I'll give it to them. It's that simple". And the scene which was when Caesar casually act like he didn't do any abusive and explains Rodolfo that he was just fulfill his customers's wishes in order to gain business profit. filmmakers describe the dark side of business. They willing to make women as sexual objects for business gain

Data 5 Episode 9

Alex : She was killed by the Lazcano. They abused her, they forced her to do things. So, I think you have a perfect memory of what happenned to her
Sergio: No, All I really know is, I've been getting threat for weeks from people that Caesar swindled. Thanks to that bastard. He likes to see the world burning over for the simple pleasure of seeing it glow and feel that he's in control

In this scene shown a woman with blood on her face, Alex and Sergio are seen talking about a girl named Flor Sanchez. Flor Sanchez was one of the victims of the Lazcano family atrocities. Flor Sanchez was tortured and forced to obey Lazcano's words. Until, in the end, Flor Sanchez was killed

by the Lazcano family.

Denotative meaning obtained from the scene and dialogue is that a woman with a face covered in blood is being tortured by a man. The woman was tortured so that she would obey all the orders that were given to her. This is reinforced by the dialogue "She was killed by the Lazcano. They abused her, they forced her to do things. So, I think you have a perfect memory of what happened to her".

The connotative meaning of the scene and dialogue above is a manifestation of gender discrimination in the form of psychological violence. This can be seen from the scene of a girl being tortured sadistically by someone. Physical violence can take the form of beatings. Sexual violence is a sexual act carried out without the consent of both parties. Some forms of sexual violence are sexual harassment, rape, forced prostitution, and sexual torture (Fakih et al., 2003). Quoted from *womenshealth.gov* , Physical abuse is any physical force that injures you or puts your health in danger. Physical abuse can include shaking, burning, choking, hair- pulling, hitting, slapping, kicking, and any type of harm with a weapon like a knife or a gun. It can also include threats to hurt you, your children, your pets, or family members. Physical abuse can also include restraining you against your will, by tying you up or locking you in a space. Physical abuse is dangerous because Victims whose partners physically abuse them are at a higher risk for serious injury and even death. Then the signified obtained from the dialogue "She was killed by the Lazcano. They abused her, they forced her to do things. So, I think you have a perfect memory of what happened to her". And the scene which was Flor sanchez getting tortured and forced to obey Lazcano's

Data 6 Episode 10

Alex: Her father had told me that your father did terrible things to his daughter
Elissa : No, but like what Alex?
Alex : It's horrible, like making her a prostitute"

In this scene news anchor who is bringing the news about the death of a woman named Imara.

The scene moved. Rodolfo, Alex, and Elissa talk about the embroidery house in the basement of Lazcano's Casino. During their conversation, Alex tells Rodolfo and Elissa about their father's bad deeds. It is a known fact that Lazcano kept several girls in the basement of the casino which later to be used as commercial sex workers. Not only that, Lazcano also held those girls' passports so they wouldn't escape and leave the country.

The denotative meaning obtained from the scene and dialogue is that the newsanchor reads the news about the mysterious death of a commercial sex worker. This is reinforced by a dialogue from one of the men who mentioned prostitution workers being held in the basement of a casino "It's horrible, like making her a prostitute".

The connotative meaning of the scene and dialogue above is a manifestation of gender discrimination in the form of subordination. This is reflected in the detention of several women in the underground to become sex workers. Subordination is the belief that one sex is considered more important or more important than the other sex. This results in limited space for movement in life (Fakih et al., 2003). Quoted from *aclu.org* , In the U.S., immigrant women and children are particularly vulnerable to the deceptive and coercive tactics of traffickers because of their lower levels of education, inability to speak English, immigration status, and lack of familiarity with U.S. employment protections. Further, they are vulnerable because they often work in jobs that are hidden from the public view and unregulated by the government. Forced labor and trafficking is an endemic problem in those industries that lack government regulation or oversight and where, as a result, employers often fail to comply with U.S. labor laws. Forced labor and trafficking in the United States are most prevalent in domestic service, agriculture, sweatshop and factory work, restaurant and hotel work and in the sex industry. Then the signified obtained from the dialogue "It's horrible, like making her a prostitute" And the scene which was Imara was found death in mysterious way. filmmakers describe women who do not have the right to their lives. Even though everyone has the same right to determine their life.

Data 7 Episode 10
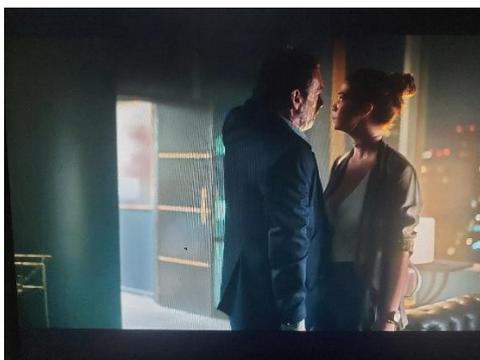
Caesar: What are you trying to say? Who has filled your head with this shit? It was Alex, right? Answer me! Why were you with him that night? You hate your family so much, do you trying to betray us?

Elissa: No, I'm not. I'm sick all of this shit. All those girls down there have been working for you as slaves for sex. you held their passports. Immigrant, all illegal. What the hell did you think? I'm a big man. And no one can touch me? No, in reality you're just a women killer. Even worst, you murdered Sara.

In this scene, Elissa and Caesar. Elissa goes to her father to ask about the brothel in the basement of the casino. Elissa, who when she met her father immediately cursed her father, made Lazcano frantic. Elissa was furious with her father's actions for forcing the women to work as sex slaves. Not only that, but his father also withheld the women's passports so they wouldn't try to escape. Worse yet, it was his father who had also killed Flor Sanchez and Sara.

The denotative meaning obtained from the scene and dialogue is seen as the difference between a woman and a man. The woman, who looked younger, looked annoyed when she visited the man. The woman's annoyance was triggered by the man's actions. Until in the end, the man who did not accept the woman's words tried to slap him. This is reinforced by the dialogue from the woman who mentions sex slaves "No, I'm not. I'm sick all of this shit. All those girls down there have been working for you as slaves for sex. you held their passports. Immigrant, all illegal.

What the hell did you think? I'm a big man. And no one can touch me? No, in reality you're just a women killer. Even worst, you murdered Sara.".

The connotative meaning of the scene and dialogue above is a manifestation of gender discrimination. Subordination and non-verbal violence against women. This is reflected in the holding of passports and the murders committed by the boy's men, which illustrates that women have less power than men, especially women with low social status, such as immigrants. is the assumption that women of lower social status can be treated like anything causes people of higher social status to treat them inhumanely. They even make women

of low social status into slaves to satisfy their lust. People with high social status also consider themselves «untouchable». But basically, all they do is discriminate against women. unbalanced power relations between men and women, notably regarding financial and economic resources. These power relations continue to affect men and women's sexuality and perpetuate images of men buying sex from women. Prostitution is therefore not only perceived as reinforcing gender stereotypes but also as an expression of the idea of men's unlimited access to women's bodies and sexuality in accordance with their economic power. It also entails the assumption that sexual needs are a kind of right that every (male) individual is entitled to (Schulze Erika, 2014). Then the signified obtained from the dialogue "No, I'm not. I'm sick all of this shit. All those girls down there have been working for you as slaves for sex. you held their passports. Immigrant, all illegal. What the hell did you think? I'm a big man. And no one can touch me? No, in reality you're just a women killer. Even worst, you murdered Sara.". And the scene which was Elissa, who when she met her father immediately cursed her father, made Lazcano frantic. Elissa was furious with her father's actions for forcing the women to work as sex slaves. Not only that, but his father also withheld the women's passports so they wouldn't try to escape.

From the 7 data analyses above, it can be seen that the dominant meaning of gender discrimination in the film Who Killed Sara is in the form of stereotypes, violence (physic and non-physic), marginalization, and subordination. From this film, it can also be concluded that acts of discrimination are heinous acts and have a bad impact on a person. So, this film provides a moral message for us viewers to create gender equality in social life. Most dominance discrimination which appeared from the film is mostly came from the dialogue, but the film also presents discrimination through the action.

IV. CONCLUSIONS

Gender refers to differences based on the socio-cultural construction of men and women, Meanwhile, Discrimination (inequal) can be defined as the different treatment of an individual based on gender, race, religion, or other characteristics. Film *Who Killed Sara* is a Mexican mystery thriller streaming television series created by José Ignacio Valenzuela and produced by Perro Azul. Film is

an audio and visual medium used to convey the implied message of the filmmaker to the audience. The strength and ability of films to reach many social segments makes experts believe that films potentially have a certain impact on audiences.

The term semiotics comes from the Greek word *semeion*, which means sign. Etymologically, semiotics is the study of a wide range of events, objects, and all cultures as signs. Based on historical records, the notion of semiotics is the science of signs, which considers the phenomenon of social communication or society and culture. Barthes' development of semiotics, which discusses the meaning of signs by using two stages of signification, namely denotative and connotative, Barthes's thinking is a simpler version of Saussure's when discussing the glossmatic sign model. Barthes defines a sign as a system consisting of expression (E) or signifier in relation (R) with content or signified (C) or shortened to ERC.

This research aims to define the denotative meaning as the first meaning and the connotative meaning as the second meaning, also to find out the types of gender discrimination which appear through the movie series, in order to analyze the issue of gender discrimination contained in the film Who Killed Sara, based on Roland Barthes' theory. After knowing this, the writer is able to draw the following conclusions:

Gender discrimination that occurs in the film *Who Killed Sara* is a limitation of social behavior in the following forms: (1) Stereotype: labeling women who are considered only as sexual objects to satisfy lust, (2) Subordination: restricting the freedom of a woman. Women are not given the freedom to determine their own lives, especially in their careers, (3) Violence: sexual harassment, intimidation, violence, murder, (4) Workload: Women's job is to satisfy the lust and the men's job are to welcoming the customers.

In this film, the meaning of gender discrimination is highlighted by the discriminatory treatment of women in public life. When a group of people imposes restrictions on the social life of a woman, their view of the weakness and low status of women also leads women to experience discrimination. Through the film. it can also be seen that acts of discrimination are heinous acts and have a bad impact on a person. So, this film provides a moral message for us viewers to create gender equality in social life.

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