



**Gender Discrimination Portrayed in Film “Kim Ji Young: Born 1982”: A Study of Critical Discourse Analysis**

**UNDERGRADUATE THESIS PROPOSAL**

**BY**

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DEPARTMENT OF LANGUAGES AND LITERATURE  
FACULTY OF CULTURAL STUDIES  
UNIVERSITAS BRAWIJAYA  
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**Presented to  
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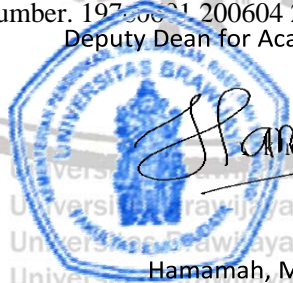
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This is to certify that the undergraduate thesis titled Gender Discrimination Portrayed in Film “Kim Ji Young: Born 1982”: A Study of Critical Discourse Analysis by NISCAYA SIRNA NESTAPA has been approved by the Board of Examiners as one of the requirements for the degree of *Sarjana Sastra*.

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## ABSTRACT

Nestapa, Niscaya Sirna. 2021. **Gender Discrimination Portayed in Film “Kim Ji Young: Born 1982” : A Study of Critical Discourse Analysis**, Study of Program English, Universitas Brawijaya. Supervisor: Yuni Astuti S.Pd., M.Pd., Co-Supervisor:

Keywords: Gender Discrimination, Critical Discourse Analysis, Film, Kim Ji Young: Born 1982.

Nowadays, film does not only emerge as an art and cultural product, but also as a media which refelets values, criticism to the social issues, ideas that are called as ideology. In revealing ideology, a study of critical discourse analysis can be used. In this study, CDA is applied to reveal certain ideology in film “Kim Ji Young: Born 1982” with two research objectives; (1) to determine what type of gender discrimination found and experienced by the characters in the film “Kim: Born 1982” (2) to reveal how the ideology of the film “Kim Ji Young: Born 1982” is represented. The study used Critical Discourse Analysis (CDA) which embodied the goal to deconstruct the idea of discrimination in society and offered the problem solving to the issue. In this case, it referred to the gender discrimination occurred in “Kim Ji Young: Born 1982”. The researcher used theory model by Fairclough (1995), Discrimination by Pincus (2000), and Ambivalent Sexism by Glick & Fiske (1996). This research used descriptive qualitative as the methodology since the object of the analysis in this research was document textual analysis. In obtaining the data, the study took notes conversations in the film, the interview of the scriptwriter, and people’s responses through online mass media. While in analyzing the data, this study classified the data in the form of table, made timelines, also explained it. The study revealed that gender discrimination existed in the film “Kim Ji Young: Born 1982”. The dominant type found in the film was structural gender discrimination, followed by institution and individual discrimination were showed the least. The ideology lied on sexism ideology, specifically with the attitude of benevolent sexism. It was found by analyzing the data through textual analysis which proved that language played important role in society in conveying value held by someone. The textual analysis was elaborated with other theories; discrimination theory and sexism theory. Discrimination embodied the level of discrimination, started with the individual discrimination, institution discrimination, and structural discrimination. In answering the second problems, the study used discursive practice analysis and sociocultural practice analysis and it was found that the ideology was represented through the way the writer of the film named the character Kim Ji Young as a representation of women who faced structural gender discrimination in South Korea and conveyed the women’s struggle in facing each level of discrimination in South Korea. For future study, the present study suggests that critical

discourse analysis can be used to represent the ideology of other discourses, especially in deconstruct social issues such as sexism which results in many problems such as shaming language, internalized misogyny, and unrealistic beauty standard. For the readers and people involved in film industry, it can be a manifestation to the education to society to insert scenes and plots that uncovering social issues awareness and the audiences can be more critical of it.



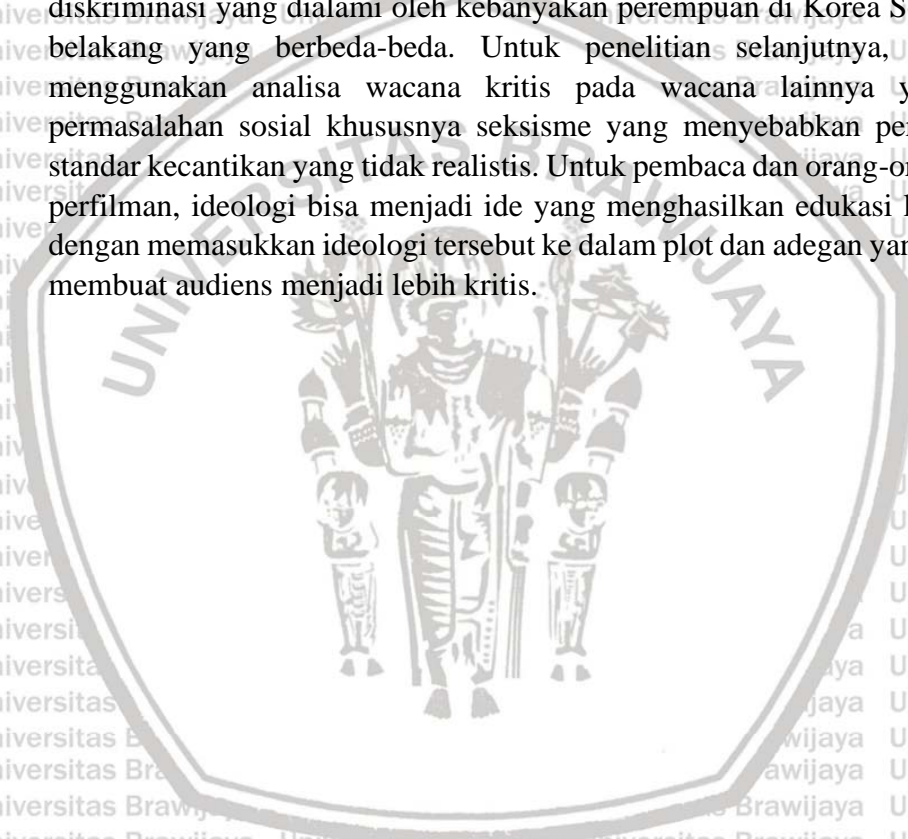
## ABSTRAK

Nestapa, Niscaya Sirna. 2021. **Analisa Wacana Kritis: Diskriminasi Berbasis Gender Pada Film “Kim Ji Young: Born 1982”**. Program Studi Sastra Inggris, Universitas Brawijaya. Pembimbing (1): Yuni Astuti S.Pd., M.Pd., Pembimbing (2):

Kata Kunci: Gender Discrimination, Critical Discourse Analysis, Film, Kim Ji Young: Born 1982.

Pada waktu ini, film tidak hanya hadir sebagai produk seni dan budaya, namun juga sebagai wadah untuk menuangkan nilai, ide, gagasan, kritik, yang disebut sebagai ideologi. Untuk mengungkap sebuah ideologi di dalam film, analisa wacana kritis dapat digunakan untuk menemukan hasil tersebut. Pada penelitian ini, analisa wacana kritis digunakan untuk mengungkap ideologi tertentu pada film “Kim Ji Young: Born 1982” dengan dua tujuan pemecahan masalah; (1) mengetahui tipe diskriminasi berbasis gender yang dialami oleh karakter perempuan pada film “Kim Ji Young: Born 1982” (2) mengungkap ideologi yang digambarkan pada film “Kim Ji Young: Born 1982”. Penelitian ini menggunakan Analisa Wacana Kritis mencakup tujuan untuk membahas gambaran diskriminasi yang terjadi di masyarakat dan menawarkan solusi pada isu tersebut. Dalam hal ini, analisa tersebut mengacu pada diskriminasi berbasis gender yang terdapat pada film “Kim Ji Young: Born 1982”. Peneliti menggunakan Analisa Wacana Kritis oleh Fairclough (1995), Diskriminasi oleh Pincus (2000), dan Seksisme Ambivalent oleh Glick & Fiske (1996) sebagai landasan teori dalam melakukan penelitian. Peneliti juga menggunakan metode kualitatif, khususnya analisa deskriptif karena yang menjadi objek penelitian ini adalah dokumen teks. Data penelitian diperoleh dari mencatat percakapan pada film, mencatat hasil wawancara penulis film, dan membuat catatan terhadap respon masyarakat yang terdapat pada media massa. Dalam menganalisa data penelitian, peneliti membuat kode pada setiap data dan mengklasifikasikan data tersebut ke dalam tabel, membuat rangkaian kronologi (*timeline*), dan menjelaskan. Pada hasil penelitian, ditemukan bahwa diskriminasi berbasis gender terdapat pada film “Kim Ji Young: Born 1982”. Diskriminasi tersebut adalah diskriminasi berbasis gender yang struktural. Diskriminasi struktural mendominasi pada cerita-cerita yang digambarkan di “Kim Ji Young: Bon 1982”. Sementara itu, ideologi dari film tersebut adalah seksisme, khususnya *benevolent sexism*. Jenis diskriminasi berbasis gender yang struktural ditemukan melalui analisis teks dari Fairclough (1995), membuktikan bahwa bahasa mempunyai peran penting dalam bermasyarakat, bagaimana seseorang mengemukakan gagasannya menggunakan bahasa yang ia gunakan. Analisa teks digabungkan dengan landasan teori lainnya seperti teori diskriminasi dan teori seksisme. Teori diskriminasi

mengungkap adanya tingkatan dalam diskriminasi yaitu mulai dari tingkat antar individu, diskriminasi pada level institusi, dan diskriminasi struktural. Lalu, untuk menjawab rumusan masalah kedua, peneliti menggunakan analisa diskursif dan analisa mengungkap bagaimana ideologi diperlihatkan pada film “Kim Ji Young: Born 1982” yaitu penulis film memulai dengan membuat judul nama Kim Ji Young yang mewakili penderitaan yang hampir dialami oleh seluruh perempuan di Korea Selatan dan penulis melakukan penggambaran terhadap aspek-aspek dan tingkatan diskriminasi yang dialami oleh kebanyakan perempuan di Korea Selatan dengan latar belakang yang berbeda-beda. Untuk penelitian selanjutnya, disarankan untuk menggunakan analisa wacana kritis pada wacana lainnya yang mengungkap permasalahan sosial khususnya seksisme yang menyebabkan permasalahan seperti standar kecantikan yang tidak realistis. Untuk pembaca dan orang-orang dalam industri perfilman, ideologi bisa menjadi ide yang menghasilkan edukasi kepada masyarakat dengan memasukkan ideologi tersebut ke dalam plot dan adegan yang selanjutnya akan membuat audiens menjadi lebih kritis.





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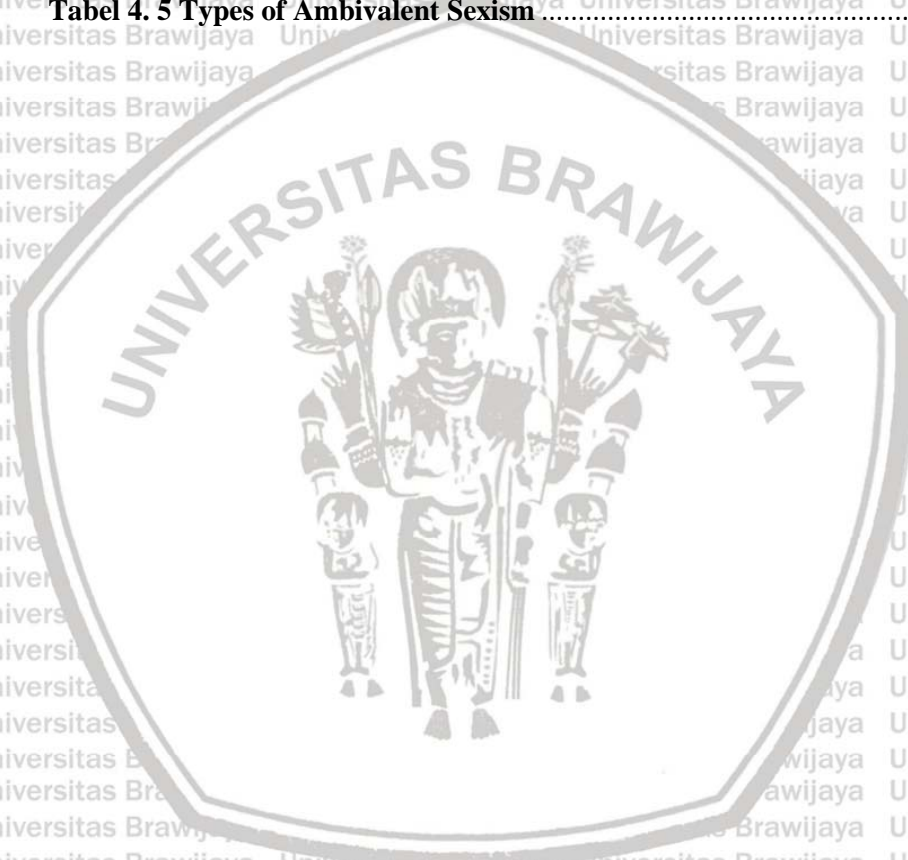
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## CHAPTER 1 INTRODUCTION

In this chapter, the researcher presents the background of the study, the problems of the study, the objectives of the study, the definition of key terms, and the scope & limitation of the study.

### 1.1 Background

Film is a popular cultural product appears as art-formed in a series of moving pictures or videos which contains sound and story on it. It is the most popular cultural product consumed by people (Setiawan, 2016). Film can be shown and watched in a cinema, television, and other devices such as social media YouTube, other streaming platforms such as Netflix, Viu, and so forth. However, Film does not only exist as an art and cultural product, but also emerges as a place which reflects values, ideas, criticism, messages, dreams, hopes, or pictures of situations, that can be called as ideologies. Ideology is the way someone represents their ideas or values regarding reality through their choice of words to the readers (Fairclough, Wodak, 1997). In Film, the director or the scriptwriter desires to make a film to deliver their ideologies to the audience of the film.

In Finding how the messages or ideologies are portrayed in the film, Critical Discourse Analysis (CDA) can be used to reveal the result; ideologies carried inside the movie. Critical discourse analysis is one of branches in discourse analysis that

conveys politics, economics, and socio-cultural entities through linguistics and non-linguistics aspects (Fairclough, 2003). Ideologies can be resided in the text (Fairclough, 1995). Some researchers have conducted their studies in films which represent certain ideologies using the CDA approach. Their studies are focusing in gender discrimination and inequality. Nations Human Rights (1992) has stated that every individual belongs certain communities such as to national or ethnic, religious, gender, and linguistic minorities and all of them have their right enjoying their own cultures, professing and practicing their own religions, using their own languages privately, publicly, and freely without interference or any form of discrimination. However, in fact, there are problems related to the diversity of human, specifically in gender discrimination and sexual interest inequality.

A study has done by Ikawati (2018) conducting critical discourse analysis in a film entitled "Hidden Figures". The study has revealed the result by using theories; Critical Discourse Analysis' approach by Fairclough (2012). It has uncovered that Afro-American women discrimination particularly in racism and sexism when they are in society, specifically in their job environment.

Other research is also conducted by Heriawan (2018). Using CDA's approach by Fairclough (1995) and queer theory, the researcher has resulted that film entitled Negeri Van Oranje represents the ideology resided in the film is sexual interest equality, which particularly being gay in Indonesia is difficult decision and lacks of freedom in expressing feeling of people who are gay.

Other study also is conducted by Darweesh (2016), revealing how sexism ideology is represented by Donald Trump in his presidential campaign speech by using CDA's approach by Van Dick Socio-cognitive framework (2006) and Mills' model of sexism (2008). The study has revealed that Trump's choice of words toward women is sexism ideology. It reflects the superiority of male towards female and how the value represented in linguistics representations is difficult to change.

Based on United Nations Office on Drugs and Crimes (UNODC), gender discrimination can be formed as sexism, implicit bias, sexual harassment and assault. Sexism is a sex discrimination done by men against women (Mills, 2008). Implicit bias is the way stereotyped thinking about women, men, and transgender are constructed (Halilovic, et al, 2017). While sexual harassment and assault is the act of unwelcome sexual behavior which happen without any consent both the doer and the victim. Based on United Nations Office Drugs and Crimes, it can happen in any gender but dominantly it happens to women.

Related to the existing studies, the present study is motivated to conduct a research in gender discrimination in Kim Ji Young Born: 1982 using critical discourse analysis' approach by Fairclough (1995). Kim Ji Young Born: 1982 is a film adaptation from the novel based, it is about a 30 years old woman named Kim Ji Young who suddenly shows peculiar signs toward his husband and family. How she's depressed for taking care of her child and family and makes her has to quit from her job. How she's struggling with those circumstances, it also shows how South Korean women's life in

such society appears in the plot of the film. How she gets mocked by her mother in law when she is about to go back to work and how her previous work environment got worse because women are treated as sexual objects such as recording women in toilets through hidden cameras. Hence, the movie seems to be a real issue which reflects in society, especially in South Korea at the present time.

This study covers the social issue in the level of gender discrimination and its ideology emerges in the film “Kim Ji Young: Born 1982”. To reveal the ideology represents gender discrimination in the film, critical discourse analysis’ approach used. According to (Fairclough, 1995), ideologies reside in the text which contains a form structure and context that later can be the result of ideological process. This study also uses CDA’s approach by Fairclough (1995). It has stated that discourse as social practices. The three implications of discourse; language is integrating to society; language as a social process representation; and language is constructed by other social aspects of society (non-linguistics) of society (Fairclough, 2003), Critical Discourse Analysis is a one of discourse branch that concerns about analysis of cultural entities in texts. CDA describes how it emerges and can be done to solve the issues through analysis of representative cultural entities and texts in order to read a more equal social order (Kress, 1996).

This study is worth conducting because it gives some advantages in linguistics and social fields through CDA applied in this study. The first benefit is, through Critical Discourse Analysis, it gives comprehension on how language is used in social



practices. CDA embodies some essential aspects related to power, dominance, discrimination, and its ideologies. The second benefit is this study becomes a reference for further research related to CDA. Also, it is expected that this study, through CDA, it makes the readers become more aware of social issues lifted in society.

## 1.2 Problems of the Study

From the previous explanation, this study proposes two main problems:

1. What type of gender discrimination is found in the film “Kim Ji Young: Born 1982”?
2. How is the ideology carried in the film “Kim Ji Young: Born 1982”?

## 1.3 Objectives of the Study

According to the problems of the study, there are two objectives of the study:

1. To determine the type of gender discrimination found and experienced by the characters in the film “Kim Ji Young: Born 1982”.
2. To reveal how the ideology of the film “Kim Ji Young: Born 1982” is represented.

## 1.4 Definition of the Key Words

**Gender Discrimination** : An act of making someone is treated less regarding to their sex (Cambridge, 2020).

**Critical Discourse Analysis** : A qualitative analytical approach for critically describing, interpreting, and explaining the ways in which discourses construct, maintain, and legitimize social inequalities (Wodak & Meyer, 2009).

**Film** : A series of motion pictures depicting a story and shown at cinema or theater (Hornby, 2006)

**Kim Ji Young: Born 1982** : An Asian film depicts an ordinary woman named Kim Ji Young and other women characters facing the gender discrimination in South Korea (IMDb, 2019)

### 1.5 Scope and Limitation of the Study

This study focuses on how the type of gender discrimination is rooted in the society depicted in the film "Kim Ji Young: Born 1982" Whether it is an individual, institution, or structural discrimination. The study also focuses to reveal the attitudes that become the base to the act of gender discrimination and how it is represented in the film. Thus, this study uses Fairclough (1995) as the approach model because it is the most suitable theory in helping the researcher to analyze and find the precise results with the three main stage of analysis proposed to the present study. Other theories needed to be elaborated; Pincus (2000) and Ambivalent Sexism by Glick & Fiske (1996).

## CHAPTER 2

### REVIEW OF RELATED LITERATURE

This chapter discusses more detailed aspects of the theories used and the theoretical framework of the study as well as the previous studies that are related to this research.

This chapter covers theoretical frameworks used in conducting the research, previous studies, and context of study.

#### 2.1 Theoretical Framework

##### 2.1.1 Critical Discourse Analysis by Fairclough (1995)

Critical Discourse Analysis (CDA) is a one of discourse branch that concerns analysis of cultural entities in texts. a qualitative analytical approach for critically describing, interpreting, and explaining the ways in which discourses construct, maintain, and legitimize social inequalities (Wodak & Meyer, 2009). In this case, it relates to the gender discrimination faced by the characters in Kim Ji Young Born: 1982. Another notion is also offered by (Van Dijk, 2001), Critical Discourse Analysis (CDA) is a type of discourse which has discipline to a study of power abuse, inequality, and dominance. Using CDA, we can comprehend, expose, and resist the existence of inequality (Van Dijk, 2001).

Texts reside certain ideologies which contain a form structure and context that later can be the result of ideological process. It also vocalized by (Cameron, 2001),

that language is beyond sentences. As it has mentioned, Ideology the someone's concept that represents their ideas or values regarding reality through their choice of words to the readers (Fairclough, 1995). In this study, the someone is the scriptwriter and the director of the film since the researcher takes the object in film based. Critical discourse analysis' approach by Fairclough includes three elements of analysis; textual analysis, product and consumption, and social practices to reveal the ideology of politics, economics, and sociocultural which consists of certain power through linguistics and non-linguistics aspects.

CDA's approach also has three main stages of analysis which are description, interpretation, and explanation of Textual Analysis, Production and Consumption, and Socio-cultural Practices (Fairclough, 1995).

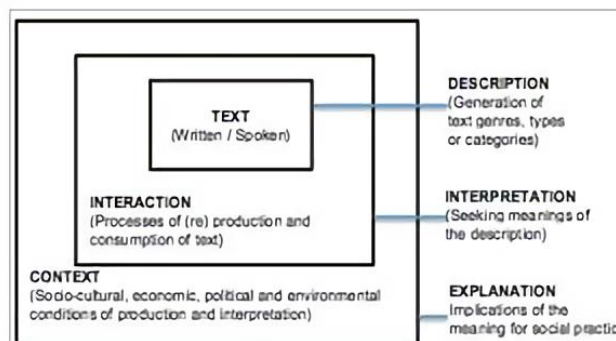


Figure 2.1 Critical Discourse Analysis Framework (Fairclough, 1995)

### 2.1.1.1 The Textual Analysis

The textual analysis is the first layer of the analysis. It consists of grammatical analysis covering vocabulary analysis, positive and negative sentences, modes, and modality (Fairclough, 1995). The vocabulary analysis is how the choice of words of the characters depict certain messages or ideologies. The negative and positive sentences is how the characters tend to use positive sentences to reflect the reality or what is in the case rather than what is not in the case. The modes and modality analysis will include the numbers of declarative sentences, question sentences, and imperative sentences. Through the first layer, it will be described, interpreted, and explained regarding the grammatical construction representing certain messages or ideologies.

### 2.1.1.2 Discursive Practice Analysis (Production and Consumption)

The second layer is discourse practice analysis or production and consumption (Fairclough, 1995). It is the relationship between the producer or the scriptwriter and the director that depicts the ideologies and how the audiences of the film respond to the production. In this second layer, it helps the research to be more specific and rigid in finding the result of the research questions. It embodies the relation between the production (the scriptwriter) and the consumption as the response of the product produced by the scriptwriter. In this research, the consumptions are the netizen who gives the comments at online forum in online

media mass and the people who watch the film in whether cinema or another such as streaming platform.

### 2.1.1.3 Sociocultural Practice Analysis

The third layer is sociocultural analysis or the social practice. It includes how the study relates to the current situation in a society (Fairclough, 1995). The third layer is final layer that can conclude all the result and relate it to the circumstances in society. In this research, it is related to the social issue and more specific to gender issue. The result of the third layer can help the readers to be aware of gender issue and moreover it can slowly change the structure of negative issue in society becomes positive.

### 2.1.2 Discrimination

Discrimination defines as the action or treatment when individuals are being treated differently because they are different and the one who does the discrimination is the ones who have power (Richeson, 2010). According to Pincus (2000), discrimination is divided into three types; individual discrimination, institutional discrimination, and structural discrimination. The individual discrimination is dealing with the discrimination occurred to an individual who belongs to different members of race, ethnic, and gender. The individual discrimination can be done by one person or small group of individuals to certain people who belong to certain community such as gender, ethnic, and race. The

individual discrimination is intended to harm others yet is not established as official policies. The institutional discrimination is dealing with the discrimination occurs in group or institutions of race, ethnic, and gender controlling the other different. This discrimination is done by certain dominant group to certain community such as gender, race, and ethnic, and so on. It has the same intention, which to harm others yet there is the policy there. While, the structural discrimination occurs when the establishment created by dominant race, ethnic, and gender to be beneficial to the dominant ones. The doer of structural discrimination does not have the intention to harm others yet it implicitly their behavior can result in harming others. Structural discrimination also requires some cultural values and principles of social organization. This case in the film belongs to structural gender discrimination. It occurs because the society still considers a man is higher in degree and deserves for getting more chances and experiences rather than a woman. This notion has been natured in society in South Korea since long time ago, specifically since Joseon Era (Sechiyama, 2013).

In addition, gender discrimination is considered as sexism. Parry (2014) asserts that sexist point of view is the depiction of gender stereotypes. Additionally, sexism reflects to the political terms of how women overcome discrimination in all aspects in society. Thus, it can be assumed that sexism appears because of women outgrowth in very social aspects that emerge hatred to them.

### 2.1.3 Ambivalent Sexism Theory

According to (Glick, Fiske, 1996), Ambivalent Sexism is a psychological theory model about sexism. As it has mentioned that sexism is the act of discrimination based on gender, one gender feels superior to another gender.

Sexism leads to the structure of patriarchy. According to Johnson (2004), patriarchy is something broader than between men and women, it is a system rooted in society and needs to be ended because this social roots manifest in many social problems that individuals participate in it. Johnson (2004) suggests that it is necessary to identify what kind of society they live that encourage the behavior in doing social problems especially sexual violence such as why man harass a woman, etc. The attitude is explored through two components of ambivalent sexism; hostile sexism and benevolent sexism.

#### 2.1.3.1 Hostile Sexism

Hostile sexism is a notion about how one gender is seen as a negative with the stereotype goes on it (Glick, Fiske, 1996). The hostile sexism especially exists in women. The idea covers women are inferior to men and not capable of doing things.

This hostile sexism leads to the structure of patriarchy (Glick, Fiske, 2001).

Patriarchy reflects to men structural power; the situations of men who hold power rather than men and feel superior to them (Beechey, 1979). In attitude gives toward women, the ideology of this patriarchy is dominative paternalism which is the value that men is superior and have more power rather than women. In this case, it can



be found that mother in law of Ji Young states, “Don’t hinder his career! Use your head”. It is the situation when Ji Young informs the mother in law that she would like to go back to work in a company and Ji Young’s husband takes paternity leave for a year to take care of their daughter. From the response of the mater in law, it indicates that Ji Young’s husband is considered as superior and can make more money when he is in work and the woman (Ji Young) can’t do the same.

### 2.1.3.1 Benevolent Sexism

Benevolent sexism reflects to the act of attitude of certain gender has a role to be inferior to another gender and seen in positive ways. However, this action manifest harm to certain gender or community. This structure also has the same direction, which is leading to patriarchy system (Glick, Fiske, 1996). The benevolent sexism conveys the idea of masculine dominance such as the role that the men as provider and protector and the women as the dependent (Glick, Fiske, 1996). This consequence is usually considered as a damage for the women. The benevolent sexism exists in positive way yet also create stereotype in women. For example, When Ji Young’s father commands Ji Young to wear longer skirt after being sexualized by a stranger man in a bus. From this case, it signifies that the men (Ji Young’s father) holds power to command Ji Young in the way she dresses up and he considers himself as protector in protecting Ji Young from sexual harassment. While, the fact, the mistake is come from the stranger man who does sexualize Ji Young, not because of Ji Young’s wearing. In this benevolent sexism,

women should adhere the traditional roles such as women should be mother at home and taking care children full time (Glick, Fiske, 2001). In this case, it can be found the way character Kim Ji Young is not allowed to go back to work, in order to keep on track to take care the child and does chores at home.

## 2.2 Previous Studies

The researcher uses three previous studies which has done to be references for the present study. The brief explanation will be covered below:

Critical Discourse Analysis in movie Hidden Figures by Ikawati (2018)

Ikawati has conducted her research in CDA in movie Hidden Figures revealing the gender discrimination faced by Afro-American women in their work environments.

She uses three approaches; Systemic Functional Grammar by Halliday (2004), Fairclough (2012), and Visual Images by Jager and Maier (2009). The method uses to figure out the ideology represented in the movie is descriptive and qualitative. The data are collected by watching the movie, get the subtitles from the screenplay of the movie written by Allison Schoroeder and Theodore Melfi. The visual images are obtained by cutting appropriate scenes containing the discrimination scenes. In analyzing the data, the researcher follows SFG by Halliday (2004) for the types of functional grammar based on SFG by Halliday (2004), supported by Fairclough (2012) arguments then figuring out what social wrongs appear in the movie. To make the ideology emerge strongly, the researcher uses a semiotics approach in visual image by Jager and Maier (2009). And it is found that ideologies represented in the movie, those are racist and

sexist ideologies. Both sexist and racism reinforce patriarchy ideology. This previous study has a similarity with the present study, which is the attempt to reveal the ideology in gender discrimination faced by women in film depiction. However, the present study points the film “Kim Ji Young: Born 1982” as the the object of the study since it copes the settings occur in Asia, specifically in South Korea. Meanwhile, the previous study copes the settings in United States which has different culture from South Korea which indicates the gap of both studies.

#### Critical Discourse Analysis in movie Negeri Van Oranje by Heriawan (2018)

Heriawan (2018) has conducted research in critical discourse analysis deconstructing concealed gayness text in film Negeri Van Oranje. The research has figured out that being gay as Indonesian is difficult situation, gay people can't express their feeling freely and lacks other freedom. The research conducted by using CDA's model by (Fairclough, 1995) with three main research questions: (1) how are Indonesian gay people and their lives constructed in the film? (2) how do the roles of the film's producers and audience in its production and consumption, respectively, explain a gay person's current condition in Indonesia? (3) how do socio cultural elements affect the production and consumption process of the film? The methodology used in the research is descriptive qualitative with queer theory and CDA's approach by Fairclough (1995). It is mentioned that there are three stages in CDA's approach by Fairclough (1995), which are (1) textual analysis, (2) product and consumption (discourse practices), (3) and social practices (sociocultural practices). He uses textual discourse analysis. Hence, in collecting the data, the researcher uses the text which

contains gay terms in the film. The researcher also uses comments on YouTube towards the film by the audience and some comments through the audience who watched the film in the theatre for the consumption analysis. While in production, he uses the background research about the scriptwriter and the director of the film. In analyzing the data, the researcher will reveal the result using queer theory and CDA's approach by Fairclough (1995). The researcher will filter the text as he has mentioned, the texts contain the gay representative. In findings, the ideas or the ideologies represented in the film is there are lacks of freedom faced by gay people in Indonesia. The previous study is in line with the present study. Both attempts to reveal certain gender issues experienced by people in Asian countries that remain conservative using the main theory of Fairclough (1995). Nevertheless, the present study modifies one of the analysis which is discursive practice analysis to be more rigid and comprehensive. The present study gives and breaks down the analysis by making timeline in the production process to reveal the ideology to be more valid.

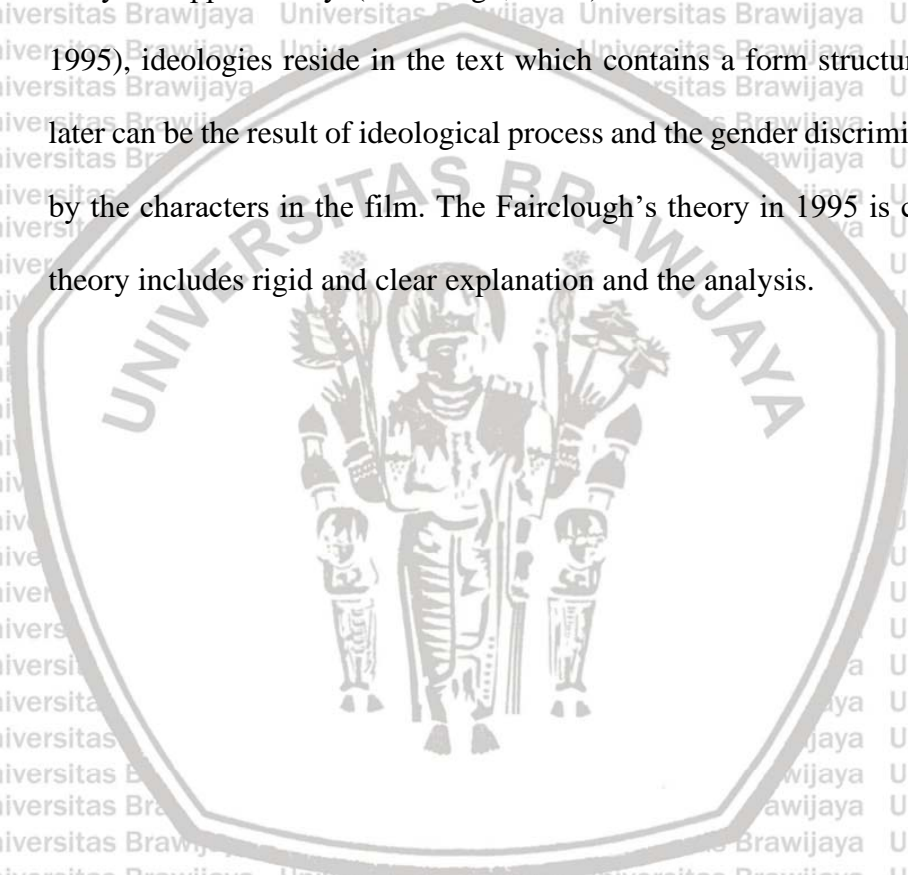
#### Critical Discourse Analysis in Donald Trump's Speech by Darweesh (2016)

Darweesh has conducted research in critical discourse analysis in Donald Trump's speech toward women he points out. The methodology used in the research is descriptive qualitative and using CDA's approach by Van Dijk (2006) and Mill's model of sexism (2008). The researcher obtains the data by searching on the internet the Trump's campaign speech that consists of against his women enemies. The researcher transcribes it and codes it by numbering each sentence. In analyzing the data, the researcher categorizes the selected sentence containing sexism to the theory of

sexism by Mills (2008) and Van Dijk (2006). The study has revealed that Trump's choice of words toward women is sexism ideology. It reflects the superiority of male towards female and how the value represented in linguistics representations is difficult to change. The present study has same interest with the previous study, which tries to attempt to reveal sexism ideology using different object of the study. The previous study has succeeded in showing the ideology using the theory from Mill's (2008) and Van Dijk (2006) yet the present study tries to reveal the sexism ideology in the film depiction in "Kim Ji Young: Born 1982" using different approaches which is by Fairclough (1995). The present study also tries to fill the gap by providing the attempt on how sexism ideology is triggered by certain attitudes by using Ambivalent Sexism by Glick & Fiske (1996) and how sexism natured whether is it only between individual to another individual, or institutional, or even structural by using Discrimination by Pincus (2000).

Related to the previous studies which have done conducted, the present study is motivated to conduct a research in gender discrimination in Kim Ji Young Born 1982 using critical discourse analysis' approach by (Fairclough, 1995). The existing studies have conducted in the focus of gender discrimination and sexual interest discrimination in films and Trump's speeches and its ideologies on it, especially gender discrimination faced by women in western culture, this study is motivated to conduct since the lack of the previous studies which has not covered gender issue faced by women in Asia and uncovering the social issue in the level of gender discrimination and its ideology

emerge in the film “Kim Ji Young: Born 1982”, which is gender discrimination happens in South Korea or in the bigger view, it is faced by Asian women. To reveal the ideology represents gender discrimination in Kim Ji Young film, critical discourse analysis’ approach by (Fairclough, 1995) will be used. According to (Fairclough, 1995), ideologies reside in the text which contains a form structure and context that later can be the result of ideological process and the gender discrimination experienced by the characters in the film. The Fairclough’s theory in 1995 is chosen because the theory includes rigid and clear explanation and the analysis.



## CHAPTER 3 RESEARCH METHOD

In this chapter, the researcher displays the methodology used in conducting the research. This chapter contains research design, data source and data of the study, data collection, and data analysis.

### 3.1 Research Design

This study used a descriptive qualitative method to reveal the answer of a research problem. According to (Berg, 2009), qualitative method is an approach embodies analysis of meanings, context, definitions, characteristics, metaphors, symbols, and description of things. The descriptive qualitative was chosen regarding to the analysis of the data or the findings that explained more choices of words and sentences in document analysis.

### 3.2 Data Source & Data of the Study

The data source of this study was taken from AsianWiki of the film Kim Ji Young Born:1982 to obtain and transcribed the responses of the audiences who watched Kim Ji Young Born:1982. Other responses were also gained from online media sources depicting the public or netizen's responses toward Kim Ji Young Born:1982. The full film was watched on VIU with the official English subtitle in it. For the interview of the scriptwriter, the data was obtained from the online media such as Guardian, Sompi, Korean Daily, New York Times, interviewing Cho Nam Joo as

the scriptwriter. The data study was written data with the linguistic features in the utterances uttered in the movie. Selecting the utterances was needed because not all sentences or sayings are containing meaning, circumstance, and how it covers a social practice that revealed the ideology of the film.

### 3.3 Data Collection

In collecting the data, this researcher arranged several steps below:

1. First, created requirements for the data that were collected and analyzed regarding to the research objectives; the utterance must be conveying a meaning, a circumstance, and how it covered a social practice and revealed the ideology of gender discrimination in the film.
2. Second, opened a browser and typed viu.com on the search bar of the browser chosen.
3. Third, opened the VIU's page, typed the title "Kim Ji Young: Born 1982" and watched it.
4. Fourth, the researcher took notes to the conversations occurred in the scenes.
5. Fifth, obtained the information regarding to Cho Nam Joo's interviews about Kim Ji Young: Born 1982 by opening the website of Guardian, Korean Daily, New York Times, then went to search bar to type "Cho Nam Joo" and found the contents about Cho Nam Joo.



- Sixth, took notes on how the impression of netizen and people related to their reactions in watching Kim Ji Young: Born 1982 in the online media chosen and AsianWiki of Kim Ji Young: Born 1982.
- Last, took notes on other impressions both from the book version and film version of "Kim Ji Young: Born 1982" reported by online media.

### 3.4 Data Analysis

In analyzing the data, the researcher takes several steps:

- Coded the utterances from the taken notes to ease the selection process of the data.
- Chose the coded utterances and selecting it as the data chosen to be analyzed.
- Classified and analyzed the data using elements analysis of CDA approach by (Fairclough, 1995) and other theories such as Sexism by Glick & Fiske (1996), and Discrimination by Pincus (2000) by listing on the form of table, describing, interpreting, and explaining. The first research problem (1) What type of gender discrimination is found in the film "Kim Ji Young: Born 1982"? was answered using the textual analysis by Fairclough (1995) elaborated with two theories; discrimination by Pincus (2000) and Ambivalent Sexism by Glick & Fiske (1996). The second research problem was revealed through the second stage and the third stage of CDA by Fairclough (1995) which were discursive practice analysis and sociocultural analysis. In the discursive analysis, there were two

sections; production and consumption. The researcher made a timeline in the production process to reveal the background of the writer of “Kim Ji Young: Born 1982” to see the relationship between the writer and the ideology portrayed in the film. In the sociocultural analysis stage, there were three sections that explained about situational analysis, institutional analysis, and societal analysis.

4. Described and explained the findings and discussed what it has found.
5. Drew conclusion.



## CHAPTER IV FINDINGS AND DISCUSSIONS

In this chapter, the researcher embodies the result of the study in findings section and discussion section.

### 4.1 The Type of Gender Discrimination Determined in the film “Kim Ji Young: Born 1982”

In answering first research problem (1) What type of gender discriminations is found in the film “Kim Ji Young: Born 1982”?, the researcher attempted to reveal the answer using textual analysis. The researcher had conducted the analysis result using vocabulary analysis, grammar analysis on sentences, the mode of the sentences and elaborated with the sexism theory from Glick & Fiske (1996) and discrimination theory by Pincus (2000). There were seventeen data selected and below were the tables of categorization of the data through textual analysis and the break down analysis for each datum:

**Table 4.1 The Data Chosen in Textual Analysis**

No.	The Data
Datum 1	“I’m just jealous. I wish I could drink coffee and rest on my husband’s paycheck.”
Datum 2	“My son is a modern husband.”
Datum 3	“Girls must be quiet and calm. You know?”

Datum 4	“There should be at least 4 sons in a family.”
Datum 5	“She only picked guys.”
Datum 6	“Kids need their moms at home. Or something is bound to go wrong later on.”
Datum 7	“Dress properly. Your skirt is too short.”
Datum 8	“Don’t smile at anyone.”
Datum 9	“If you don’t avoid it, it’s your fault.”
Datum 10	“It’s okay. Women lived like that back then.”
Datum 11	“Just stay home till you get married. That suits you.”
Datum 12	“Use your head! Don’t hinder his career!”
Datum 13	“How much would a child’s mother make?”
Datum 14	“Men should take good stuff like this. It’s yours.”
Datum 15	“Dress up and stuff. Women have to be pretty.”
Datum 16	“They make chatrooms and share dirty pictures.”
Datum 17	“Men who started out with me were all promoted last year.”
Total	17 Data

**Table 4. 2 Textual Analysis: Grammar Analysis**

No.	Sentences	Data	Frequency	Percentage (%)
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1.	Positive	1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13, 14, 15, 16, 17.	15	88.3 %
2.	Negative	8, 9.	2	11.7%

**Table 4. 3 Textual Analysis: Modes**

No.	Modes	Data	Frequency	Percentage (%)
1.	Declarative	1, 2, 5, 9, 10, 16, 17.	7	41.1 %
2.	Imperative	3, 4, 6, 7, 8, 11, 12, 14, 15,	9	52.9 %
3.	Interrogative	13	1	6 %

**Table 4. 4 Type of Discrimination**

No.	Type of Discrimination	Data	Frequency	Percentage (%)
1.	Individual	5.	2	11.1 %
2.	Institutional	17.	1	5.6 %

3.	Structural	1, 2, 3, 4, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17.	15	83.3 %
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**Table 4. 5 Types of Ambivalent Sexism**

No.	Type of Sexism	Data	Frequency	Percentage (%)
1.	Hostile Sexism	1, 6, 12, 13, 16.	5	30 %
2.	Benevolent Sexism	2, 3, 4, 5, 7, 8, 9, 10, 11, 14, 15, 17.	12	71 %

**Datum 1**

*“I’m just jealous. I wish I could drink coffee and rest on my husband’s paycheck.”*

The sentences from datum 1 is said by a male colleague of Jung Dae Hyun to Kim Ji Young when he and his friends are on lunch break in a park then seeing Kim Ji Young sits with his daughter and drinks a coffee. The datum is considered as positive and declarative sentence since it does not contain of negation and the sentence is not absolutely true yet he declares his statement is legitimate to be believed by him and his friends. The second sentence is a conditional sentence said by the male colleague. The use of the phrase *drink coffee and rest on my husband’s paycheck* has similar meaning with wives can be doing nothing and depending their things on their husbands. The second sentence means that although it is purposed to Kim Ji Young, but it also

indicates that women as a household wife is less-valued because the society including him, seeing the upper layer as a wife who just sits and depends on their husbands' paychecks. Whereas, women who have the role as a wife and a mother are also struggling with their roles to maintain and responsible the house and the family well. Women who take role as a full-time mother also spend their energies and time attempting to help their children's growth both in physically and mentally while also doing chores at the home. By those activities and the struggles, housewives do not deserve to be less-valued compared to the ones both men and women who go to work. Thus, the attitude and the value lifted by the male colleague belongs to hostile sexism. According Glick & Fiske (1996), the hostile sexism refers to the idea that women are seen to be negative and inferior to men, also incapable of accomplishing things. Kim Ji Young is seen as negative person since the male colleague recognizes that she just can sit, drink a coffee, and lies on her husband's paycheck. Although, the attitude is done by one person, the utterances uttered by the person is intended to most women who also play role as a wife and a full-time mother. The value addressed is rooted in South Korea since long time ago up to now. South Korea converses the Confucianism's value of women belong to house and the hierarchy is down after men until now even if many South Koreans are atheists (Sechiyama, 2013). The value is structured until now by the society of South Korea as it has represented in Kim Ji Young: Born 1982. Thus, this datum is also considered as structural gender discrimination.

**Datum 2**

*“My son is a modern husband.”*

The structure of the sentence found in datum 2 is positive sentence due to the form of the sentence which is subject + to be + complement. Although, it does not consist of negative form, the sentence also does not always consist of positive meaning.

The sentence uttered by Kim Ji Young’s mother in law in the scene of Ji Young’s husband helping them doing chores in the kitchen. Beside it is a positive sentence, it is also a form of compliment from the mother to her son for doing the bare minimum.

Why is it called the bare minimum? Because Kim Ji Young already does the chores every day and never get any single compliment from her mother in law. The behavior shown by Ji Young’s mother in law reflects to the notion of gender bias. Based on Rothchild (2007), gender bias is a behavior of preferring one certain gender rather than others. This datum also indicates that the role of Kim Ji Young as a housewife is taken for granted since being a housewife and a full-time mother is not regarded as a great goal to be achieved. The idea delivered by the mother in law in her sentence is the result of the benevolent sexism because the mother in law regards the things done by his son as positive and as well as patriarchal system that have been natured until now, especially in South Korea. Thus, it is also considered as structural gender discrimination based on Pincus (2000).

**Datum 3**

*“Girls must be quiet and calm. You know?”*



Datum 3 demonstrates how the form positive sentence with imperative mode portrays the ideology that the writer of *Kim Ji Young Born: 1982* desires to insert. The sentence is said by the grandmother of Kim Ji Young to Kim Ji Young and her sister back then in their childhood. The sentence is regarded positive sentence yet containing the other way meaning. However, the sentence is conceived to be true by her grandmother that she also demands her sentence to be believed by Kim Ji Young and her sister as a woman. Although, she uses the word *Girls* which has the meaning of a female child from birth to adulthood based on Merriam Webster, the intention of the grandmother is still aimed to Kim Ji Young and her sister who have the identity as a woman. By the idea stated by the grandmother, it also depicts that the grandmother is conversing the attitude of benevolent sexism. According to Glick & Fiske (1996), benevolent sexism refers to the act of certain gender is seen to be positive yet actually contributes to harm the people of society and nature gender discrimination. In this case, the grandmother applies the attitude of benevolent sexism to Kim Ji Young and her sister to be *quiet* and *calm* that can be considered positive personalities yet it actually limitates the right of Kim Ji Young and her sister. By the action of the grandmother, this datum is recognized as structural gender discrimination according to Pincus (2000), because the value is found in one person to another person, but also natured in the society.

#### Datum 4

*“There should be at least 4 sons in a family.”*

The datum is seen as positive sentence with imperative mode. The sentence is found in the scene when the grandmother says to Ji Young's mother to have more son instead of daughter in the family. By the scene, the sentence implies that although there isn't the exclamation mark, it still shows the authority of the grandmother to say such words. The sentence is defined as benevolent sexism since the grandmother hold the belief that only having son is more blessed and beneficial for the family than having daughters. In extension, this belief is not only held by the grandmother of Kim Ji Young, but also most families in South Korea as a study by Sechiyama (2013) conducted back then. Thus, it can be concluded that the sentence also portrays the structural condition of gender discrimination as the background of South Korean's society start in smallest institution called family.

#### **Datum 5**

*"She only picked guys."*

Datum 5 is found in the scene when Kim Ji Young's chief in the office only prefer to take men staff to be in the upcoming project in the company without asking consideration to other staff. The datum clearly shows that it belongs to the positive sentence and declarative mode. The word *picked* indicates that the activity has done and it is fact. The mode also signifies that the certainty of the sentence is clear by also adding it with the form of past tense. Also, the attitude of the chief is marked as benevolent sexism by Glick & Fiske (1996) since the chief put the value of women staff is less than the men staff. However, the datum does not belong to institution

gender discrimination by Pincus (2000), it is noted as the individual gender discrimination. Although the scene happens in the office yet the *doer* is doing the activity based on her preference which only prefers men to be in the team and it does not represent the whole chiefs who work at the companies will act the same way.

#### **Datum 6**

*"Kids need their moms at home. Or something is bound to go wrong later on."*

Another positive sentence yet contains negative meaning that is legitimate to be believed true is found in datum 6. The sentence also implicitly has the imperative mode without clearly put the exclamation mark in the sentence. The scene is found in the scene when the man director of the marketing agency utters the sentence addressed to the woman chief of the company. The hostile sexism is embedded in this sentence and making clear that the man director has the power and audacity to tell his idea to the woman chief who decides to work in a company rather than becomes full-mother to her child at home. As it has mentioned that hostile sexism natures the idea of oppressing women and the construction to be followed that women should stay fully at home (Glick & Fiske, 1996). Glick & Fiske (2001) also has stated that it especially happens to women by men who have more power and dominance in the society. In this case, it is done by the male director to the female chief. There is also the phrase *go wrong later on* which can be interpreted that the mother has full responsibility of the kids' growth.

While the fact, it becomes the responsibility both the mother and the father in the family. Datum 6 is appointed as structural gender discrimination for the reason that the

scene is representing the current condition when there are still women to be doubted as a woman who works and still manage to take care of the children and the family.

#### **Datum 7**

*“Dress properly. Your skirt is too short.”*

Referring to the theory of ambivalent sexism by Glick & Fiske (1996), the sentences in datum 7 are considered as benevolent sexism. As it has explained before, benevolent sexism defines as the action of certain gender which is perceived as positive action yet it actually harms neither certain gender in society and contribute to the gender discrimination. The sentences are uttered by Ji Young’s father after knowing Ji Young gets sexualized by a man in a bus. Instead of calming or asking how Ji Young feels about it, her father chooses to judge the way Ji Young dress in her usual decent uniform. The sentences uttered by her father are determined as positive sentence which have the imperative mode in it. It indicates that her father shows his authority as the protector of Kim Ji Young and the way he protects Ji Young is by telling her to dress properly while Ji Young has done it so. The action of her father can be seen as a positive action because he tries to protect Ji Young. However, if it is looked deeper, her action is regarded as benevolent sexism. The role of being protector depicted in her father is harmful to other gender, in this case, to Kim Ji Young. Instead of trying to calm her daughter, he decides to complain on how Ji Young dresses up. In broad area, this accident often happens to women and it is done by men. And her father is the representation of most people when they know the accident of sexual harassment in

society. They tend to blame women and how they dress, how they go out in certain times, and so on. Thus, this datum belongs to structural gender discrimination and the structured mindset should be changed. Instead of telling the victim to evaluate the way they dress, it is better to say that it is the time to educate people, in this case the man, not to sexualize others.

#### **Datum 8**

*“Don’t smile at anyone.”*

This sentence in datum 8 is presented as negative sentence with imperative mode. It can be seen from the form of the sentence by adding ‘not’ after the verb do then followed by command phrase. Although the exclamation mark isn’t there yet the sentence indicates the imperative mode. The sentence has the same result of analysis from datum 7 which it belongs to benevolent sexism according to Glick & Fiske (1996) and structural gender discrimination. The sentence is stated by Ji Young’s father to Ji Young after her getting sexualized and threatened in a bus. The attitudes shown by Ji Young’s father is a result of benevolent sexism because it creates the idea that men should be a protector. However, in this case, the protector ignores the fact that it is not Ji Young’s mistake for getting sexualized and blaming on the way Kim Ji Young behave by forbidding Ji Young to smile. The fact in the film, Ji Young isn’t smile at all. Telling the victim to protect herself by dressing properly and not smiling at anyone but escape the perpetrator of sexual harassment is the result of benevolent sexism. Sexual harassment is unconsented sexual activities done by a person to another person,

including unwelcomed touching done by the man to Kim Ji Young in a bus. In extended time, there is possibility the same case will be repeated and the perpetrator will be back.

Hence, it is called structural gender discrimination because this idea is rooted deeply in people's mindset and applied in the society.

**Datum 9**

*"If you don't avoid it, it's your fault."*

The sentence in datum is spoken by Ji Young's father as the extension from datum 7 and datum 8. However, this sentence belongs to negative sentence with positive in second clause at the end. It is declared by Ji Young's father, *it's your fault* that can be interpreted as if Ji Young doesn't avoid by dress properly and not smile to anyone, then Ji Young should take the consequence to be sexualized. This manifests to the benevolent sexism can lead to sexual harassment and the idea that should be blamed is the victim, not the offender. This idea is also rooted in society, in this case, in South Korea, since it is conveyed by the writers who conducts the research to create the story in the film. Thus, it can be called as structural gender discrimination.

**Datum 10**

*"It's okay. Women lived like that back then."*

There is a scene when Ji Young's mother says the sentences in datum 10 to Ji Young in the moment Ji Young asked why her mother doesn't become a teacher yet choose to help the family and work in a factory to support her brother in college. The

datum is considered as positive sentence with declarative mode. The second sentence *women lived like that back then* implies that it is normal for women not to have higher education and decide to work. Sechiyama (2013) also has stated that in women took important roles in labor force in 1980s while the most men in a family could go to college to get better job after graduated. This structured value applied in most family in South Korea and it has been conversing until now. By those, this datum is implied as benevolent sexism attitude and structural gender discrimination that also lead to the system of patriarchy. The reason is because by working and not only getting a middle school degree, women was seen normal and supportive towards the member of the family although it actually harmed certain gender, in this case, those are women. Because not all women would like to do so. Some of them had a goal to get higher education to achieve their dream job, such as Ji Young's mother that is portrayed in the film.

#### **Datum 11**

*"Just stay home till you get married. That suits you."*

This datum consists of two sentences which belong to positive and imperative mode. the utterances are uttered by Ji Young's father to Ji Young. Although there isn't exclamation mark, the words *just stay* is commanding Ji Young to stay home and become housewife. He states that after knowing Ji Young getting rejected by the company she applied a job for. Instead of encourage Kim Ji Young, the father decides to say such and supported by the second sentence *that suits you* to show that Ji Young's

father has the authority to rule Ji Young's life. Datum 11 is conveying how benevolent sexism manifests in the family since become housewife is seen to be positive yet it actually harms certain people with certain gender, in this case, Kim Ji Young. Because the fact, Ji Young desires to get a job after her graduating from college. This attitude is included as structural gender discrimination since there are many women who go out for working is getting mocked.

#### **Datum 12**

*"Use your head! Don't hinder his career!"*

The sentence is voiced by Ji Young's mother in law when she knows that her son will take paternity leave to take care of Ah Young while Ji Young goes to work.

The sentence contains positive sentence with imperative mode. The sentence is legitimate to be true by Ji Young's mother in law for knowing that Ji Young is going to work and command Ji Young to use her brain to think again about the decision that can ruin her son's carrier. The datum 12 represents hostile sexism attitude (Glick & Fiske, 1996) seen in Ji Young's mother in law. The way women are seen inferior rather than men and seen as negative is inserted through this scene. The mother in law assumes that Kim Ji Young is hindering Jung Dae Hyun's career by switching the role in the family. This signifies that Kim Ji Young doesn't follow the traditional rules in most family in South Korea, that is become wife and full-time mother at home and hostile sexism occurs when women are considered to infringe their traditional roles.

This type of hostile sexism is considered as structural gender discrimination, because



it is not only evolved around one family, but most family in South Korea since long time ago.

### Datum 13

*“How much would a child’s mother make?”*

This sentence in datum 13 is regarded as positive sentence with interrogative mode. the question mark is clearly there. The sentence is positive and the intention is believed to be legitimate true. The sentence is uttered by Ji Young’s mother in law when she knows that Kim Ji Young is going to work in the new company while Jung Dae Hyun, her son, will switch her role in the family from a husband who goes to work to a husband who takes care of their child, Ah Young. The datum belongs to hostile sexism (Glick & Fiske, 1996) as the act of considering women are inferior than men and seen as negative impact to other gender, in this case, to Jung Dae Hyun. The mother in law uses the *child’s mother* which means she doubt that being a mother will not get better result in working rather the men do. Hence, this sentence is considered as structural discrimination because the notion of mother is unable to do work activities rent free in society and most of them will suggest the mother to go back with the traditional role, a housewife and a full-time mother. The attitude of hostile sexism leads to the structural gender discrimination and resulting in the structured patriarchy in society.

### Datum 14

*“Men should take good stuff like this. It’s yours.”*

The sentence is uttered by Ji Young’s father to Ji Young’s brother, Kim Ji Suk.

This sentence is consisting of positive sentence with imperative mode. Although there isn’t exclamation mark, the word *should* in the sentence indicates that the father insists

Kim Ji Suk to take the herbal stuff for Kim Ji Suk’s health sake. However, the father

does not bring the herbals stuff to his other children, Kim Eun Young and Kim Ji Young

because he assumes that it is not necessary for them to take the herbal medicine. Thus,

this datum belongs to hostile sexism since the father implies that women are inferior

and doesn’t need to take herbal medicine because they belong to traditional roles and

doesn’t have to be strong and so on. The idea and the attitude proposed by the father

also signifies structural gender discrimination conversed in the family. It is considered

structural because it is not only done by one person with certain gender, but also it is

done by many families in South Korea as it is represented in the film.

#### **Datum 15**

*“Dress up and stuff. Women have to be pretty.”*

The sentence in datum 15 is uttered by Ji Young’s eldest aunt to Kim Ji Young

when they are at home to celebrate Ji Young’s father birthday. By the situation given,

from the structure of the sentence, the sentence belongs to positive sentence with

imperative mode. There isn’t exclamation mark yet the word *have to* implies that Ji

Young’s eldest aunt commands Ji Young to dress up in order to be pretty. The attitude

shown by Ji Young's eldest aunt is regarded as benevolent sexism and structural gender discrimination. The belief that becoming a full-time mother and a housewife is a good role yet it is required to be pretty. In this case, it harms Kim Ji Young, because not all housewife and a full-time mother has the time to dress up after doing house chores and taking care of their children. Thus, it is a structural gender discrimination, since there are many families that still nature this attitude which also can lead to body shaming.

#### **Datum 16**

*"They make chatrooms and share dirty pictures."*

The sentence is uttered by Jung Dae Hyun's colleague in company when Jung Dae Hyun and another his friend are curious about some men clustered together looking at a phone. The fact, that some men are looking at some inappropriate pictures in a group chat revealing women in toilet and so on. From this context given, the sentence belongs to positive sentence and declarative mode which means Jung Dae Hyun's colleague is stating fact. The phrase *chatrooms and share dirty pictures* reflects to the way some men are sexualizing women through the media they use together. The attitude shown by some men is hostile sexism since they regard women are inferior than them then they have the audacity to objectify and sexualize women in some ways such as violating women's privacy in toilet. Thus, this datum also belongs to structural gender discrimination since it is not only done by one person yet many and the thought of objectifying women is being normalized in society.

Datum 17

*“Men who started out with me were all promoted last year.”*

This sentence is found in a scene when Ji Young’s colleague, Hye Soo, visits Ji Young’s house and tells some stories about her work life in company, including being promoted recently. The sentence is positive sentence with declarative mode. Hye Soo states the fact about the promotion and the relation with gender status. The sentence implies the attitude of benevolent and institution gender discrimination. The company assumes that men deserve more to be promoted than women, thus, the promotion for men is a way earlier compared to women staff. It proves that gender bias can also happen in workplace. This also reflects to the condition where also many companies in real life are paying women less than men staff as it has stated by Cho Nam Joo as the writer of *Kim Ji Young Born: 1982* who also done the research in creating the story.

#### 4.2 The Ideology Portrayed in “*Kim Ji Young: Born 1982*”.

In this section, the researcher revealed the answer of the second research question (2) How is the ideology carried in the film “*Kim Ji Young: Born 1982*”? through two stages of analysis. The first one is discursive practice analysis which consists of production and consumption. The second stage is sociocultural practice analysis which consists of situational analysis, institutional analysis, and societal analysis.

#### 4.2.1 Discursive Practice Analysis

Discursive practice pertains to the set of spoken and unspoken principles, values, rules, behaviors, and mental conditions of society that influence individuals' way of thinking, act, and speak in all social lives they are in. They engage themselves in society with certain ways that indicate their social identities such as a student, a white-collar worker, a member of an ethnic, a gender, and other certain communities.

The set of discursive practices are working together with orders of discourse which come from a particular institution; a government, a lecture, a counselling, a conversation, the boundaries and the relationship between them.

In this part of analysis, the researcher uses the discursive practice analysis by Fairclough (1995) which involves production and consumption. The emergence of “Kim Ji Young: Born 1982” both in book and film versions has made huge impressions and debates in South Korea or even in the world. Thus, the researcher decides to shape a timeline based on the decision the book version is filmed and based on the plots in the film that are associated with the writer's background to reveal what ideology or urgency to be necessary spoken to society through the film. Ten data are also taken to be observed in consumption analysis to support the explanation of the debates as the result of the production of the film.

#### Production

Production refers to the process of a product is produced, in this case it is the film *Kim Ji Young: Born 1982*, is produced and what notion shapes it in creating the film representing certain ideology. The researcher makes timeline and takes the writer's background to check the relationship between the discourse practice, the institution in this case it is mass media who assist the researcher to collect the information regarding the production of *Kim Ji Young: Born 1982*, and the particular individual involved. It has found that the writer of *Kim Ji Young: Born 1982* is Cho Nam Joo for both version, the book and the film version. Cho Nam Joo is a former television program writer who has decided to retire from her job to become full-time mother after she is getting pregnant. She finds her life is full of struggle when become a mother, a wife, a daughter-in-law, and tries to comeback to the previous work. She does the research to compose her writing in two months such as observing her social life and her surrounding especially women issues in South Korea, also doing consultation to her male psychiatrist. In the film version, she was assisted by two other women, they are Kim Do Young who is also the director of the film and Yoo Young A.

In revealing the production process of *Kim Ji Young Born: 1982*, the researcher sets a timeline to explain the film and the issue that the writers try to lift up. The timeline is divided into two types; the timeline during the production of the film and the timeline from the plot of the film. The following is the timeline given from the beginning:

**Timeline 1: From the beginning it is decided to be filmed until the release of the film**

The novel version of Kim Ji Young: Born 1982 is first released on October 2016, written by Cho Nam Joo and published by Minumsa. The timeline of the publication of the novel is precise since in 2016 was the year when South Korea faces many cases in sexual harassment and a murder case discovered on May when a woman was murdered at the toilet in Gangnam Station due to misogyny reason (Yeji, 2016).

Although South Korea is remained as socially conservative, since the cases of sexual harassment and violence are massive, so are the #MeToo movement in South Korea in 2016. #MeToo movement is a movement invented by Tarana Burke in 2006 as the purpose of the movement is to voice out the sexual violence faced by all genders, the equal rights, break the system of sexism and tackle the problems of them (Me too Movement, History and Inception, 2020). By the movement, the book version of Kim Ji Young: Born 1982 also takes hold since the book also gives the case about sexual harassment and put contribution to the awareness of sexual harassment in South Korea's society. By the enormous exposures such as #MeToo and the controversy which rises debates about the book version of Kim Ji Young: Born 1982, the book was sold out with more than million copies and it is decided to be filmed.

After deciding to be filmed, the book is taken over to Lotte Entertainment as the publisher of the film. The writer, Cho Nam Joo was helped by two significant women as the director and the scriptwriter, Kim Do Young and Yoo Young A in

creating the script and finishing it. The team pointed the main cast, Jung Yu Mi as the main cast who played the role as Kim Ji Young. Also Gong Yoo as the husband of Kim Ji Young. From those two, it was stated that there were specific reasons why they agreed to play the role. The idea which made Gong Yoo agreed to sign the contract for the role was he could relate to the story and right after reading the whole the script, he thought about his family, cried and ran to his mother, hugged her and thanked her for raising Gong Yoo well in such patriarchal society in South Korea. Jung Yu Mi also added the reason why she decided to participate in the film. She mentioned that she was not married woman and felt the sadness for being the women in the script of Kim Ji Young: Born 1982 and by involving herself into the film, she could understand and aware of the problem faced by most Korean women. From the ideas given, it can be assumed that the film implicitly explains the circumstances of South Korean's society which remain conservative and conserve the patriarchal system inherited especially to the women.

When the casts are fulfilled, the production of the film began on January 21 2019, taking place in Gwangmyeong, Gyeonggi Province. Reported by Korean Times (2019), the production was finished on April 2019. The film released its poster officially on 21st September 2019 and the trailer on 26th September 2019. Finally, the film was on premiere for the first time on 23rd October 2019.

### **Timeline 2: From The Plot of Kim Ji Young: Born 1982**



### Childhood Era of Kim Ji Young

In 1982, it was the year of Kim Ji Young was born. She is the second daughter of Mi Sook and Kim Yung Soo. She has an older sister and younger brother. It is not explicitly told what is the specific reason for it yet the writer, Cho Nam Joo, in the interview with Guardian, she directly tells there is specific reason why she decided to name the title is same as the character, who is Kim Ji Young, because Kim Ji Young is the most common woman name in South Korea. Cho intended to name it because she desires to show also the sexism and patriarchal issues faced by most women in South Korea started by giving the name Kim Ji Young.

Not only that, in the childhood era of Kim Ji Young, Cho adds the situation of Ji Young's family which also is a reflection of ordinary family in South Korea's society with the patriarchal system conversed. There was the scene portrayed Kim Ji Young's grandmother spoke to Kim Ji Young's mother, Mi Suk, that she should have more son in a family, because one son is not enough. It was also depicted in the film that Kim Ji Young and her sister had to endure different treatment from the family such as from her grandmother. Their grandmother preferred to treat better the youngest son in the family, Kim Ji Suk. It was proven by the scene where Kim Ji Young and Kim Eun Young were commanded harshly by the grandmother to stay quiet and helped their mother instead in the kitchen. Meanwhile, Kim Ji Suk, the grandson, got spoiled by the grandmother. The biased treatment keeps going until the adulthood era.

While Kim Ji Young was still a kid, her mother, Mi Suk had the scene where she told Ji Young that in the past she also had a dream to become a teacher, but she can't. She had to release it because she helped her family to take care the financial needs of the family. She worked in the factory to help her family including her brother, so her brother could go to college and got the degree which helped him to get a dream job. By this scene, the writer of Kim Ji Young: Born 1982 argues that it is also the common pattern found in South Korean's patriarchal society. The data are also shown in 1980s until the late 1980s during the period of growth of South Korea, women took important role as workers in labor force and farming with 38.9% percentages (Sechiyama, 2013). Sechiyama (2013) also asserts that by the result of women taking place in working sector, it leads to the condition that the burden of a family will be shifted to women. The model of such families in South Korea's society leads to the patriarchy until now.

### **Adolescence Era of Kim Ji Young**

During the time Kim Ji Young became a teenager, there was a portrayal which showed Kim Ji Young got sexual harassment from a boy with the age as same as Kim Ji Young. The scene told in the night when she took a bus to her home and suddenly there was a boy with the same age as her approached and stacked himself to Kim Ji Young until it made her scared and uncomfortable. Fortunately, she did a code to an adult woman who sat in a bus chair near to her and doing code that implied she would like to borrow the woman's phone. The woman understood the gestures of Kim Ji

Young and slowly gave the phone to Kim Ji Young. Kim Ji Young straightly messaged her father to pick her up quickly in the nearest station.

After minutes, Kim Ji Young stopped at the nearest station and walked in a rush to avoid the boy. In fact, the boy also stopped and followed Kim Ji Young until it made her frightened and cried. With the fear of getting sexualized and so forth, Kim Ji Young still ran that she did not realize the woman from the bus also followed her to save her from the boy. Kim Ji Young were shocked when there was a hand held her shoulder yet it was the woman. So she was relieved and cried at the same time. Not long after that, her father arrived and walked together with Kim Ji Young to their home.

From the scene shown, there was also an interview from NPR Hear Every Voice (2020) with Cho Nam Joo. Cho said that it was her intention to depict the scene and told it through her film to the audience or the public as the scene represented what most common women went through as a woman and other discrimination based on gender such as sexual harassment which left unspoken trauma to the victim, especially women in South Korea.

### **Adulthood Era of Kim Ji Young**

Before married, Kim Ji Young started working as an employee in an agency which runs in advertisement field. There was a moment in the scene, when the senior manager had a project, Kim Ji Young and other staffs were candidates to be involved in the project. However, finally, the announcement of the candidate chosen were

announced and only male staff was chosen. Another scene was also given, when Kim Ji Young female's friend uttered that she got promoted from her previous position to the newest and higher after years just because she was a woman yet the male employee only needed for months to get promotion. From that, there is also the relationship between the scene and the writer of Kim Ji Young: Born 1982, Cho Nam Joo. Cho tries to lift up the issue about women getting treated less in workplace through the scene.

Cho stated that although her creation was a fiction, but she asserted some issues from the reality to be seen in the film and the book with statistics data as she did research in writing the story. The same interview was held by NPR Hear Every Voice (2020), Cho mentioned that South Korea has by far the largest gender wage gap in developed country with women earning 63 cents for every dollar earned by men. A online mass media, Guardian, also did interview with Cho Nam Joo, claimed that in 2016 there was a job seeker who applied for a job and failed because the officials intended to give low score because the applicant was a woman.

From the scenes and Cho Nam Joo's interviews, it indicates that Cho has concerns toward women that are oppressed and face structural gender discrimination in workplace and job opportunities. Cho desires to make small contribution representing women who undergo such situations in workplace and voice out that it needs to be changed and public should recognize its gender discrimination.

### **Marriage Era of Kim Ji Young**



In this era, it was the peak of struggle by Kim Ji Young in facing structural gender discrimination that Cho Nam Joo conveyed in the film. After getting married, Kim Ji Young settled her life to be full-time wife and mother, especially when she has a baby to take care of. Thus, she resigned from her previous job which was a marketing agency's employee. She was married to Jung Dae Hyun, her colleague from college.

Started from being a mother, the writer pictured that Kim Ji Young had to suffer depression and more than twice she acted become her grandmother, her mother, and Jung Dae Hyun's friends from college that she was not aware of them all. The one who recognized it was Jung Dae Hyun or her husband. Thus, Jung Dae Hyun suggested Kim Ji Young to visit a psychiatrist so she would be helped to solve the problems and issues she had. It turned out what provoked her to be depressed and experienced the symptoms was the daily routines that made her surfeited. This indicates that being a mother is not an easy job with easy responsibilities. It is same as other jobs cause us stress or other negative emotions. While, the fact being a mother also gain stereotypes that they can sit freely with their children while laying on their husbands' paychecks. It was represented in the scene where Kim Ji Young sat on a chair in the park and from distances there were Jung Dae Hyun's colleagues from work talked behind her, uttering that becoming a mother is easy, marrying someone is the solution if they want to be free from their job and depending on their partner's checks. The reality was also conveyed through a scene when Kim Ji Young sacrificed her job that she enjoyed shifted to be a wife and a mother in the family.

Kim Ji Young also endured another gender biased from her mother in law who had never complimented her for being a mother and helped her as a daughter in law.

Instead, the mother in law was always complimenting her son, Jung Dae Hyun, for helping her did chores while the fact it was the bare minimum at the moment in New Year's Day. Kim Ji Young did it all the way when she was at her home and at her mother in law's house yet never got single compliment just because she was women and considered that it was indeed women's job to do the chores, thus, nothing special about it.

Another scene was also shown, the way Kim Ji Young looked for new job for her to be productive and had self-actualization. However, she had to meet the obstacle in managing her time between her future job and the baby. Then, he confessed it to her husband, Jung Dae Hyun, for the difficulty she found. Kim Ji Young also provided the solution for its difficulty such as looking for baby sitter for their baby, Jung Ah Young. Time by time had passed and the baby sitter still wasn't found. Thus, Kim Ji Young gave up for her new dream. Jung Dae Hyun saw the problem that her wife went through, hence, he tried to help her by offering that he could take paternity leave for a year to take care of their baby before the baby entered elementary school while Kim Ji Young went to work. Without any hesitation Kim Ji Young was happy and thanked to her husband for letting her going to work again.

However, when the moment that the idea was heard by Kim Ji Young's mother in law, it became huge issue for the family. The mother in law was mad to Ji Young

when she made Dae Hyun to take the decision in paternity leaving for a year. The fact, it had mentioned in the scene that Dae Hyun was the one who recommended the paternity leave without any force by Kim Ji Young. This also signifies that the internalized misogyny built by patriarchal system conversed the way the mother in law thought that it was Kim Ji Young's intention to make Dae Hyun taking work leave from his current job. The mother in law also judged that Kim Ji Young didn't deserve it because Kim Ji Young had depression and couldn't make money as much as Dae Hyun made.

Regarding to the scenes shown, Cho as the writer of *Kim Ji Young: Born 1982* claimed that it was also a reflection from herself. She is a ten years television program writer and after having baby, she determined herself from the job and started focus on her baby and the family. While wanting to come back to the job, Cho found it difficult and so on. She also claimed for *The New York Times* that her writing could make people recognize new knowledge about gender based discrimination and made more people spoke up about the issues they went through. By this production process, it can be concluded that indeed there is the relationship between the writer and the scenes given in the film. The ideology or the value that the writer wants to deliver is how patriarchal system live long and converse in South Korea's society even from the smallest institution, family, up to other structural institutions such as in the environment and the company in workplace.

### **Consumption**

Consumption refers to the result of the production process. How the product is consumed by people and society and how it creates impact for them. In this study, the product purposed is the film *Kim Ji Young Born: 1982*. At first, the book version has gained huge attention from public and has reached more than one million copies sold by November 28<sup>th</sup> 2018. Thus, it becomes one of the reason the book version of *Kim Ji Young: Born 1982* is filmed. Also, the book is appointed as the most borrowed book in 2019 in South Korea based on National Library Korea. The similar result is also obtained by the film when the film has released.

The film surpassed more than one million tickets sold and became the most watched film in box office South Korea of the week by October 27<sup>th</sup> 2019. The film and the casts also received several nominations in film awards in South Korea and Asia.

*Kim Ji Young: Born 1982* won as Cinicaste Delights on Hongkong Asian Film Festival in 2019, the director of the film, Kim Do Young was pointed as Best New Director on Chunsa Film Art Awards and Baeksang Arts Awards in 2019 in South Korea. The cast, such as Jung Yu Mi who played the role as Kim Ji Young was also given the award for Best Actress on Grand Bell Awards 2020, Korean Association of Film Critics Award in 2020, and from Buil Film Awards in 2020, also as Popular Star on Blue Dargon Film Awards in 2021.

Aside from the success of *Kim Ji Young Born: 1982*, the film also obtained several backlash from the public while also gaining support from the public. The backlashes come from both when the book was released and the film was released.



Several celebrities from South Korea such as Irene of Red Velvet who received hatred by her male fans after declaring that she read the book Kim Ji Young: Born 1982 in her fan sign. Another artist who also got hatred was Seo Ji Hye, it was reported by Sompi, she got cruel response from netizens on her social media after posting about the book of Kim Ji Young: Born 1982 that she read. Even, in South Korea, not long after the release of Kim Ji Young: Born 1982, there was also the parody that intentionally shown by men in South Korea named “Kim Ji Hoon Born: 1990” that also tried to reveal the gender discrimination faced by men in South Korea. However, there were also supportive and relatable response to Kim Ji Young: Born 1982 found in portal website review Asian Wiki, such as “this is the best movie ever. Represent the life of a mother but before being a mother, she’s also a woman of herself..” by Daisy, also “great plot, great performance especially by the lead actress, I’ve always loved her acting. She succeeded in portraying all her feelings and all the struggle she faced as a woman, a wife, and a mother. I can see myself in her and I can understand her feelings too because I’m living the same situation but as the story it’s not that easy to make a decision.”

Both the negative and positive response, it can be said that it was expected by Cho Nam Joo, as the writer. In her interview with Guardian, it was her intention to make her creation became ‘public debate’, thus, by Kim Ji Young Born: 1982, people can be more aware and critics toward sexism issue in their society. Also, Cho claimed that her film and book could make people spoke up about their issues. It was true, since there were also men that created Kim Ji Hoon Born: 1990 that also finally spoke up

about the gender discrimination faced by men such as in South Korea men were required to do enlistment.

#### 4.2.2 Sociocultural Practice

Referring to the third layers of CDA by Fairclough, sociocultural practice defines as the process in which the discursive practice takes roles in social process. In this stage of analysis, the researcher provides situational analysis, institutional analysis, and societal analysis. In the first stage, the situational analysis, the researcher has related the scenes in the film to the situation in society when the work is made. However, since the film is novel or book based which means the book version has released earlier, the researcher decides to also involve the information and situation when the book version is released. According to the writer of Kim Ji Young: Born 1982 on the interview with Guardian, it has told that in 2016 in South Korea, there was a murder case and the victim was a woman in Seocho-dong, Gangnam Station. After being investigated, the result showed that there was misogyny reason from the murderer to conduct that murder. There were still sexual abuse and sexual harassment that it had pictured through the scenes in the film. In South Korea also there were still abuse the right of woman getting work in a company. Cho mentioned that there was a news reporting a woman getting refused by a company on an interview just because her gender is female. Another situation was given when there were several celebrities and idols who read the book and got backlash, such as Irene of Red Velvet, Taeyeon of SNSD, RM of BTS, and so on. While in the film era, there were also mocking and

backlashes received by the cast of Kim Ji Young: Born 1982 such as Jung Yu Mi who played as Kim Ji Young and Gong Yoo as Jung Dae Hyun, and many artists who promoted the film. All the things have shown that in South Korea, voicing out about gender discrimination is still taboo and considered as offensive. While there are still the sides that get benefit from all these gender discriminations and do not want their beneficial situation get ruined.

For institutional analysis, the analysis was conducted by revealing the institutions which get the impact of the film. There were several institutions get the effect by the discourse, The president of South Korea, the government of South Korea, and companies in South Korea. In 2018, the president of South Korea, Moon Jae In received a present which is the book of Kim Ji Young: Born 1982 and there was the notes that said “Please embrace Kim Ji Young: Born 1982” which could be interpreted that South Korea needed to be more aware of the gender based discrimination which not only involved between men and women issues, but can lead into so many aspects such as wage gap in South Korea, criminal cases triggered by gender reason, and so on. For the government of South Korea, after the discourse was lifted up to the society, there were awareness started to be lifted up too such as the abortion ban that considered as unconstitutional. It was the result of women in solidarity protested in South Korea. The court stated that abortion ban rules were abusing women’s right in reaching their dreams and ignored the right in accessing safe health as it had reported by Guardian in 2019. We have to highlight that individual’s way of thinking can be come from the

institutions we go in and governed by them for how we react. One of the example working institution that Cho went as the writer of Kim Ji Young: Born 1982. It made her started to comprehend that gender discrimination was clearly there and we all made it natured without even realized. Thus, she also made some scenes regarding institutional gender discrimination occurred in working place such as the gender bias there when the gap wage is based on the gender. Reported by OECD Data 2016-2019, South Korea was at the top of wage gaps based on gender among other developed countries in the world. It showed that the wage earned by women is only 63% from men's wage. The scenes were also triggered the companies in South Korea as the book and the film were lifted up in society and made the society began to realize it too.

For the societal institution, it refers to how the issues lifted in this discourse govern and give impact on society. The discourse, Kim Ji Young: Born 1982, represented the ideology of sexism that is considered as gender discrimination that also lead to the system of patriarchy and how it's natured on the society even starts from the smallest institution like family. The clear result of the discourse is that how #MeToo movement took hold in 2016 by asking the justice of murdered woman in Gangnam Station and voiced out the sexual assaults that left unsaid pain at first. Prof. Lee an professor from Chung-Ang University majoring Sociology on her interview with BBC, she stated that most women who participated in the movement were women had sympathy toward the victim of sexual assaults, then followed by some women who were feminist and women's right activists. Then it continued in 2018 when #MeToo

was held every 2 years and in South Korea protesting and voicing out the same issues; sexual harassment and sexual assaults. One of the participant is Seo Ji Hyeon, a female prosecutor, who also had faced the same experience as women had in South Korea.

These indicate that women and people of South Korea start to wake up and realize that the gender discrimination is real problem and it needs to be solved. The people are also reflection of Cho Nam Joo who does not realize the problem since she was a child because her family keeps normalize it. Hence, it can be assumed that this discourse gives insight to how patriarchal system is conversed in daily life that can even lead to problems such as sexual assaults and gender wage gap in workplaces and how the struggle to tackle it, which is by speaking up about the issues. However, there are still also people who consider that Kim Ji Yong: Born 1982 deserve to be banned from anti-feminists in South Korea, thinking that the issues shouldn't be an issue. In #MeToo 2018 reported by Hawon Jung, there was a student from college confessed that many her classmates regarded her joining a religion cult as becoming feminist is seen as a negative thing. The fact, the student joined feminism because she was sexually abused by her own father for ten years then it took her courage to speak up about that.

Finally, the president of South Korea responded it and asserted that its movement was never enough, but all the cultural entities in South Korea should take participation to change the attitude and the culture, it refers to the sexist attitude that creates such patriarchal culture in South Korea. In Addition, although there were many controversy and the result aroused by Kim Ji Young: Born 1982, it was indeed the

intention of the writer, Cho Nam Joo, to make her discourse debatable and it implicitly can open everyone's eyes to be more critical.

#### **4.3 Discussion**

In the discussion section, the researcher comes up with discussing the result of analyzing through three stages of CDA model by Fairclough (1995). The analysis embodies the result of textual analysis, discursive practice analysis, and sociocultural practice analysis that answer the problems of the study. The discussion also includes the relevancy between the present study and one of the previous studies.

##### **4.3.1 The Type of Gender Discrimination Determined in the film "Kim Ji Young: Born 1982"**

The researcher has conducted the analysis in textual analysis with the two theories elaborated; ambivalent sexism by Glick & Fiske (1996) and types of discrimination by Pincus (2000) to uncover the type of gender discrimination in the film "Kim Ji Young: Born 1982". The study reveals that positive sentence takes the top result with 88.3%. When the speakers have tendency to state their confessions and their statements are legitimate to be believed. By this result, it reflects to the reality of South Korea's society that also tend to be based on gender-based caused by sexist attitude and lead to the structure of patriarchy. For the mode analysis, it has revealed that imperative mode leads with 52.9% signifying that the writer informs the power dominances are there owned by the characters in "Kim Ji Young: Born 1982" who converse the sexism. The sexism based on the sexist attitude is found in this study with



benevolent sexism takes 70%, followed by hostile sexism 30%. This signifies that there are several sexism that comes from the positive attitude yet it actually harms certain gender without getting aware of it. The next result is type of the gender discrimination. It has shown that structural discrimination is at the top of the result. Structural implies that the discrimination is practiced since long time ago. There are the rigid patterns in how each discrimination is applied. Individual discrimination occurs and done by one person or small group of individuals to other people who belong to certain community such as gender, race, ethnic, religion, and so on. Individual discrimination has intention to harm others yet there isn't establishment call it as policies. While institutional broadens its power. The institutional is done by certain dominant group of the minority who belong to certain community as it mentions in individual discrimination. This minority reflects to the people who has less power than the dominant ones. This institutional discrimination also has the same intention to harm the minority and creates it as policies in the institutions. While in structural discrimination, it occurs differently.

There is establishment of dominant group which belong to certain gender, ethnic, race, religion, and so forth, to the minority ones. Structural does not have intention to harm others yet it turns out that it results in harmful actions. The structural discrimination also requires cultural values and base principles of social organization. That is why structural gender discrimination is not only done by men to women, but also can be from women to women. According to Sechiyama (2013), The sexism which lead to the structure of patriarchy is constructed by Confucian's norms in Joseon era and it is adopted until the modern era, although most South Koreans are atheists or have other

religions. That background is caused by sexist attitude and and it is natured in almost all aspects of life, such as the roles in family, the bias action in the family and the society, the wage gap, the normalization in blaming the victim in sexual harassment as these are represented in the film.

#### 4.3.2 The Ideology Portrayed in the film “Kim Ji Young: Born 1982”.

It has also found that sexism ideology is portrayed in the film “Kim Ji Young: Born 1982”. The study uses two stages of analysis by Fairclough (1995), which are discursive practice analysis and sociocultural practice analysis. Both of the analysis has shown that the sexism ideology is indeed what the writer desires to show. In discursive analysis which divided into two, production and consumption, has revealed that there is relationship between the writer of “Kim Ji Young: Born 1982” with her work. It reveals that the sexism ideology is message that the writer tries to deliver through the plots and the scenes. She has also correlation with her work in portraying sexism ideology. She is a person who has concern towards gender issues because she also has the same experience and the pain as it is depicted in the film. In the production section, there is also the timeline of the production of the film and why it is produced. It shows how the book version is succeeded then the writer would like to broaden the scope by releasing the film version. It has revealed that film as an cultural and entertainment product can be an effective media to campaign certain ideas or messages, in this case it is sexism ideas. Film is one of products of pop culture and in South Korea, watching film is regarded as hobby just as playing football and other performances (Cariappa,



2020). Cariappa (2020) also stated that media can manifest to the gender issues or valuing women in sexist way such as detrimental their professional growth and so goes the personal growth. This study, through the lens of the writer of “Kim Ji Young: Born 1982” supports the explanation that aside from its negative impacts of media such as film leads to gender issue to women, media is also proven to be effective place to provide debate and education to the society. It was all started by the motive of the researcher decides to choose the “Kim Ji Young: Born 1982” as the object of the study which is Korean films, because South Korea has extraordinary structure, when all the technology and the development are advanced yet the society still remains conservative that they are all conveyed through their extreme media such as film. The effective result can be shown by the amount of the audiences with their enthusiasm and how the product can raise many discussions and debates in the society. In sociocultural analysis also shows that the film as the discourse has many impact such as resulting in the abortion ban that is considered as unconstitutional because it is abusing women’s right, manifestation in the first #MeToo movement in South Korea, and gives education to the people to be more critical and aware towards gender discrimination in society.

We, as a member of society, cannot immediately point out the discrimination, yet we have to be aware what kind of environment, value, beliefs, and attitude that make the society build and converse sexism that leads the structure of patriarchy and its results. The study has found that it is sexist attitude, especially benevolent that discovered by Glick & Fiske (1996). Benevolent sexism is psychological attitude

which Benevolent sexism refers to the attitude of considering certain gender is positive yet actually contributes to harm certain gender and the people of society. The benevolent sexism attitude takes 70 % as it becomes the base of the characters in Kim Ji Young: Born 1982 in supporting the sexism and the structure of patriarchy. Benevolent sexism also proves that sexism is not only done by men to women, but it also can be from women to women as it has revealed through this study, for example in datum 3. By these, it can be concluded that the type of gender discrimination conveyed in Kim Ji Young: Born 1982 is structural gender discrimination with benevolent sexism as the dominant attitude with 70% percentages.

Although it is clear by the previous analysis, that the ideology is sexism, the researcher has also conducted to check the background of the writer of Kim Ji Young: Born 1982 to expose the way the writer of “Kim Ji Young: Born 1982” presents the ideology in the film. Cho Nam Joo is a former TV program writer. She found difficult to be back to work and started to write a book about a confession and an issue that she just realized it after she married and lived with her laws family which used to be so patriarchal and since this, she was aware of gender issues started to concern about it.

Thus, she stated that the book is relevant to her and could be relevant to other women in South Korea. Thus, she named the book with the character’s name Kim Ji Young. Kim is common surname in South Korea and the name Ji Young also owned by most women in South Korea. She concluded that the name would represent all the issues faced by most women in South Korea. By her research towards “Kim Ji Young: Born

1982”, Cho Nam Joo conveyed the ideology through the scenes that felt relatable to the audience, especially to the women audience. The result of her creation lead to many changes as she also depicts the condition of the society in South Korea and the book & the film has succeeded in giving insight and realization to people who read the book that gender discrimination exists. One of the obvious impact is #MeToo movement was held in South Korea in 2016 and 2018, lifting the sexual violence issues faced by most women in South Korea. It shows that many regular women take significant role in the movement, then it is followed by many feminists and activists. The reason these regular women held the movement is that they sympathize to the victim of sexual violence, moreover it much happened to women in those years. By those, the researcher argues that we, people who are part of a society in our states, do not have to be feminist to fight sexual violence and other gender discrimination. We need our empathy and sympathy on it. We cannot sit in our comfortable chairs just because it does not happen to us, but we can try to put our feet to their shoes. Also, since sexual violence and other gender discrimination do not only happen in South Korea, but also in most Asian countries, the researcher assumes that it is the time for the government to take them as a serious issue to be solved. To tackle the problems, government can start to be considerate to the curricula about comprehensive sex education (CSE). CSE does not only include the insight about sex education, but also carries the knowledge about culture, value, consent, manner, comprehending gender issues, and so on.

#### **4.3.2 The Relevancy of the Present Study and the Previous Studies.**

This study has differences and similarities with the previous studies. One of the previous study has conducted gender discrimination depicted in film *Hidden Figures* and it has found that the gender discrimination occurred triggered by racism and sexism, while the present study is only caused by sexism. The previous study has found the racism in the film since the setting of the film “*Hidden Figures*” is in the United States which has known as melting pot. The United States is a multicultural country, specifically in previous study, it uncovered the Afro-American women who live in the United States with the gender discrimination they face. Meanwhile, in South Korea, in this present case, it is depicted in the film “*Kim Ji Young: Born 1982*”, the study does not find the racism because South Korea has majority the race and ethnics as Asian people. Also, the writer tend to point out the way native women who are Asians in South Korea face the discrimination in the society. Thus, the sexism does not lies on the racism ideology as it has found in the previous study.

However, the major difference is lying on the specific sexism pointed by the present study. The CDA Model by Fairclough (1995) has succeeded in uncovering the social problems in South Korea’s society as it is depicted in “*Kim Ji Young: Born 1982*”. Elaborating with *Discrimination* by Pincus (2000) and *Ambivalent Sexism* by Glick & Fiske (1996), the present study finds the urgency to what sexism attitude that can govern such gender discrimination which can lead to the structure of patriarchy. It has declared that there is the way of thinking that influence how someone act and contribute to the gender discrimination and patriarchy which are structured in South

Korea's society. That way of thinkings are benevolent sexism and least of hostile sexism.

Comparing with the second previous study, which is Critical Discourse Analysis in film "Negeri Van Oranje" By Heriawan (2018), the previous study has shown the ideology lies on gay issue that is still becoming taboo to be talked in public, specifically in Indonesia. The similarity is found how Fairclough (1995) approach model is used to reveal the ideology. The present study has its ideology in how sexism natured in the film "Kim Ji Young: Born 1982". Also, the present study modified the analysis in the discursive analysis by making timeline in how intertextuality works between the scenes depicted in the film "Kim Ji Young: Born 1982" and the writer of the film regarding to the biography and the activity. In the third previous study, the researcher used the approach model by Van Dijk (2006) , while the present study used Fairclough (1995). Although using different object, the similarity found to the way the same ideology lied on, which is sexism ideology. The previous study used Trump's speech in underestimating his enemies in presidential elections to gain support from Americans. The previous study also elaborated the CDA model by Van Dijk (2006) with Sexism by Mills (2008). It manifests to the superiority of male towards female and how the value represented through linguistics representations. However, the previous study also has major difference from the present study, because present study provides the cause of sexism ideology and how it is structured in society conveyed in the film "Kim Ji Young: Born 1982".



## CHAPTER V CONCLUSION AND SUGGESTION

In this final chapter, the researcher inserts the conclusion and the suggestion regarding to the present study. The conclusion is obtained from the result of the analysis in this study. The suggestion can be helpful to the future researcher in conducting study in the same Critical Discourse Analysis field.

### 5.1 Conclusion

Regarding to the result of the analysis conducted by the researcher, the study finally can answer the two questions of the study; (1) What type of gender discrimination found in *Kim Ji Young: Born 1982?* and (2) How is the ideology carried in the film *Kim Ji Young: Born 1982?*

In answering the first question, the researcher uses the textual analysis to reveal what type of gender discrimination presented in *Kim Ji Young: Born 1982*. According to the result of the analysis, the study has found that the type of gender discrimination is structural gender discrimination which was followed by the sexism ideology, specifically with benevolent sexism taking position with 70 % followed by hostile sexism 30 %. The structural gender discrimination has 83.3 % as the percentage, followed by individual gender discrimination with 11.1 %, and the least is institutional with 5.6%. The benevolent sexism reveals that there is the lack of awareness and how some positive actions can result in sexism such as the gender bias and sexual harassment. This result also shows that structural gender discrimination exists in the



first place since Joseon era and hereditarily converse up to now start from the smallest institution like family until in the society in South Korea.

For the second question, to reveal the answer on how the ideology is carried, the researcher uses the second and the third stage of analysis by Fairclough (1995), which are discursive practice and sociocultural practice analysis. To strengthen the ideology portrayed, the researcher conducts the discursive practice analysis which includes production process. The production process reveals the background of the writer of Kim Ji Young: Born 1982 and find how the ideology is represented through the film. Finally, it can be found that Cho Nam Joo as the writer is a woman who has concerns toward gender issues. She has conducted a research for her writing and some stories can be relatable for her because she also faces the same experiences and assumes that the experiences might be faced by other women too, thus, she names the title with Kim Ji Young. The reason is Kim Ji Young is the most common woman name can be found in South Korea, it is metaphor to the story told in the film is faced by most women in South Korea. Cho inserts the issues such as sexual harassment in workplace and in society, the gender bias in workplace and in family as she has searched that such phenomena is massive in South Korea. Thus, it can be concluded that the way the ideology is carried in the film is through the experience of the writer and her research and concerns toward gender issues in South Korea. "Kim Ji Young: Born 1982" also holds important role such as the abortion ban that is considered as unconstitutional because it is abusing women's right, manifestation in the first #MeToo movement in



South Korea, and gives education to the people to be more critical and aware towards gender discrimination in society.

## 5.2 Suggestion

After conducting the present study, the researcher gives suggestion from the limitation of the present study. The first, the future researcher can encompass other textual analysis that has not used in the present study such as transitivity analysis, presuppositions analysis, and politeness analysis before elaborating it with other model of analysis.

The second, the researcher suggests that critical discourse analysis can be used to other topic and object, also the issues that have urgency to the society and academics fields. The researcher suggests to the next researchers to conduct a research in result of sexism and system of patriarchy such as shamming language, internalized misogyny, negative women portrayal, and unrealistic standard of beauty in other discourse especially in Indonesia as a result of sexism and the structure of patriarchy conversed in the society.

The third, since the present study reveals that film becomes an effective media and cultural product to raise awareness in the society, the researcher suggests and expects the people who are involved in film industry can start to insert plots and scenes in their films that manifest to be education for the audiences of the film. This study also

expects people and other cultural entities to be more aware and empathic toward social issues and its educations that have been lifting up everywhere.



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## APPENDIX

### The Data Chosen in Textual Analysis

No.	The Data
Datum 1	“I’m just jealous. I wish I could drink coffee and rest on my husband’s paycheck. “
Datum 2	“My son is a modern husband.”
Datum 3	“Girls must be quiet and calm. You know?”
Datum 4	“There should be at least 4 sons in a family.”
Datum 5	“She only picked guys.”
Datum 6	“Kids need their moms at home. Or something is bound to go wrong later on.”
Datum 7	“Dress properly. Your skirt is too short.”
Datum 8	“Don’t smile at anyone.”
Datum 9	“If you don’t avoid it, it’s your fault.”
Datum 10	“It’s okay. Women lived like that back then.”
Datum 11	“Just stay home till you get married. That suits you.”
Datum 12	“Use your head! Don’t hinder his career!”

Datum 13	“How much would a child’s mother make?”
Datum 14	“Men should take good stuff like this. It’s yours.”
Datum 15	“Dress up and stuff. Women have to be pretty.”
Datum 16	“They make chatrooms and share dirty pictures.”
Datum 17	“Men who started out with me were all promoted last year.”
Total	17 Data

