

ABSTRACT

**Universitas Muhammadiyah Yogyakarta
Faculty of Social and Political Sciences
Department of Communication Science
Broadcasting Major**

Zulfikar Muhammad Rachmat

20130530110

The Representation of Patriarchic Hegemony in Bollywood Movies

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At present, the development of movie is frequently delivering messages contained with the actual conditions. Through the film media, women representation can not be separated from the influences of ideology and authority that tend to stand in patriarchic culture, furthermore, women are frequently used as a tool of attraction in a film/movie. Dangal (2016) told a story of Geeta Kumari Phogat as the first wrestler in India regarding her struggle, Indian culture, and the ambition of her father who wants to give a gold medal for India Country. Therefore, this movie is illustrating a woman who represented as strong and tough figures who seems to be able to compete with men.

This research is using semiotic method of John Fiske to discover the representation of patriarchic hegemony in Dangal Movie through three coding levels of reality, representation, and ideology. Thus, through this three levels; the hidden meanings such as a practice of patriarchic hegemony in the presented scenes are able to be discovered.

According to the conducted research, the illustration of a woman figure in this Dangal Movie is not only to improve the dignity of women to be equal with men. However, in the end, in this Dangal Movie; women are still considered as the object of attraction, while men are illustrated as the stronger, rational, dominant, smart, and powerful figures. Implicitly, this movie is still culturing the patriarchic hegemony in the presented scenes.

Keywords: Representation, Hegemony, Patriarchy, Indian Movie