

A DISCOURSE ANALYSIS: GENDER JUSTICE STRUGGLE IN THREE BILLBOARD OUTSIDE EBBING, MISSOURI MOVIE

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Abstract

The study entitled "A Discourse Analysis: Gender Justice Struggle in Three Billboard Outside Ebbing, Missouri movie", was chosen by researcher to see feminist perspectives in film communication media. The purpose of this study was to see the representation, and identity refer to domination over women from the side legal acquisition of justice rights. The feminist representation shown is liberal feminist, with Marxist feminist ideology which views women as part of the proletariat and efforts to form the gold of the proletariat of women in obtaining the right to equality gender and legal alignments. The method used to study this film using the discourse analysis method of the Fairclough model. The results of the study is there is an existence of a contradictions, and conflicts with the views of the legal apparatus as capital formation and the dominance of the class depicted in the film.

Key words: discourse, film, feminist

INTRODUCTION

The existence of contradictions to gender issues in the modern era is possible not experience problems that are seen in fact [1], [2] and are evident in the treatment story towards gender [3], [4], [5]. In the 21st century the emancipation of women has begun to be encouraged especially with their existence gender equality views from various aspects of the field [6], [7], [8] starting from the field of work, education to legal treatment that does not consider the difference too far [9], [10], [11]. However, problems in the postmodern era are beginning to show absurd to gender treatment [12], [13], as in other forms of treatment symbolic such as symbolic violence [14], [15], [16], justice towards women's problems and also what is the form of treatment of women in this modern era [17], [18], [19]. Women's problems are mainly related to cases of violence, both physical and symbolic violence against women constantly his case sticks out both in the wider community as well as those circulating in mass media coverage [20], [21], [22]. Cases of violence against women in the media the mass almost every week adorns the frame of mass media [23], [24], [25]. Until the end critics of violence against women in the wider community included demands from the commission or organizations engaged in protection

and the emancipation of women aimed at the government to be more pay attention to the rights of women [26], [27], [28].

The problem of marginalization of women before the law often becomes the capitalist economic value of media companies that makes violent reporting against women [29], [30], such as sexual violence, physical violence, to violence symbolic of women, precisely by the mass media considered as good news [31], [32], [33], which is the principle in the news editorial crew who believes Bad News is Good News [34], [35], so a bad news that befalls the gender of women is news that has the opportunity to sell [36], [37]. So that the activities of journalists, especially news towards women has been charged with interests and values [38], [39]. When reporting in print and electronic mass media is less so covering the existence of women, including not maximally pleading women in the study of the mass media text coverage [40], [41], [42], then other alternatives can used in representing the existence of women is a communication medium mass like film media or cinema media [43], [44]. Film media as one of the communication media that provides messages visually but can sometimes be abstract or absurd [45], [46], [47]. This matter because film is a field of visual arts that conveys messages to audience with a variety of patterns [48], [49] and ways used by film directors (director) in packaging his story and telling the form of reality that is in community or social responses that are packaged in fiction or stories stories based on true stories or inspired based on community real stories [50], [51].

Storytelling in film fiction is a story that is lifted in enhance the audience's imaginative power and also be creative in building the message is supported through visualization of real or vector motion [52], [53]. But when the story is then raised a real reality the public, of course the film director must be able to give directing the players to perform according to their character [54], [55], [56], storyline that is displayed as well as forming the environment in the film and the selection movie settings that match the events [57], [58]. Not a few films that raise the issue of violence on women, gender marginalization, and also a corner of the position of women lower than men [59], [60], [61]. On the one hand there are contradictions between women and the issue of legal justice [62], [63]. This happened to an American film entitled "Three Billboard Outside". This film received aspirations from the wider community [64], [65], on the one hand this film is a matter of controversy

for the legal parties in America, due to a contradiction in the problem of handling legal problems in America and gender inequality [66], [67], [68]. The film's controversy is because it is considered to have dwarfed legal action against women's violence in America [69], [70], but on the one hand the director still considers that the film *Three Billboard Outside* represents the treatment of violence against women and the lack of attention from law enforcement agencies on violence cases.

METHOD

The research method used in this study was a qualitative method. Qualitative researchers are inherently the focus of attention with a variety of methods. It must be realized that the use of various methods or triangulation reflects an attempt to gain a deep understanding of a phenomenon being studied. (Denzin & Lincoln, 2009: 3). This research used critical discourse analysis with model from Norman Fairclough. According to Faiclough, discourse analysis looks at the use of spoken and written language as a social practice. Social practices in discourse analysis seen as interrelated relationships between events that are detached from a reality, and social structure (Sobur, 2006).

Critical discourse analysis considers the context of discourse, such as settings, situations, events, and conditions. Discourse in this case was produced, understood, and analyzed in a particular context. Discourse analysis also examines the context of communication, who communicates with whom and why, in what types of audiences and situations, through what mediums, how are the different types of communication development, and relationships for each of them. Norman Fairclough built a model that integrates together discourse analysis based on linguistic social thought, politics, and generally integrated with social change. Therefore, the analysis must focus on how language is formed and formed from social relations and certain social contexts (Eriyanto, 2001: 286).

RESULTS AND DISCUSSION

This film tells a single mother, Mildred Hayes (Frances McDormand) who is still mourning the case of rape and murder of her teenage daughter, Angela (Kathryn Newton). Thing this is what makes her rent three old billboards near her house. This was done because of anger because there was no progress in the investigation of her daughter's case. The three billboards read 'Raped at death', 'Still no arrests?', And 'How about it, Chief

Willoughby?' City residents were annoyed and angry over the contents of the billboards. The contents of the billboards also did not escape from the attention of Sheriff's Bill Willoughby (Woody Harrelson) and Officer Jason Dixon (Sam Rockwell). However, Mildred heard the news that Willoughby was suffering from end-stage pancreatic cancer. This reason is also what makes people ridicule and even threaten Mildred and her son, Robbie (Lucas Hedges) for their actions. Many conflicts Mildred faced in order to get an answer to the death of her daughter. Likewise, when Mildred heard the news that Willoughby committed suicide, this made her hated by society. Based on a review of the results of this study in analyzing the *Three Billboard Outside* film using the Fairclough Discourse Analysis model using the Three Basic Elements scheme in the Norman Fairclough Model consisting of representations, relations, and identities.

Discourse analysis focuses on how the production and consumption of texts. Text is formed through a practice of discourse, which will determine how the text is produced. The process of consuming texts may also be produced in different contexts (Eriyanto, 2001: 287). While sociocultural practice is a dimension that is related to contexts outside the text. The context here includes many things, such as the context of the situation, more broadly is the context of the institutional practices of the tertiary institution itself in relation to a particular society or culture and politics (Eriyanto, 2001: 288). Fairclough sees texts on various levels. A text not only shows how an object is described but also how the relationship between objects is defined. Elements of representation are explained in the description of Mildred's figure as the main actor in this film. Mildred is a female character who has a firm stand, maintains the principles of life, has a strong attitude but educates and demands justice since the death of her daughter.

The use of attitudes and portrayals of character in the actions Mildred certainly takes is beyond the limits of a woman's fairness. In this film, Mildred's harsh attitude and attitude in demanding justice for the death of her daughter, Angela Hayes one year ago is a form of affection and great love for her daughter, so Mildred ignores all women's instinctual sense in defending her feminine style and chooses to behave in a manner males in facing every person they meet without fear even though in their consciousness they are still afflicted with fear, but this does not want to be shown because fear in a woman will strengthen the courage and the growth of patriarchal attitudes that are easy to suppress women's position. Efforts to achieve justice by Mildred basically not only demand justice to the law

enforcement agencies related to the neglect of the case of the death of her daughter, who has not produced results for 15 years and tends to close the case of Angela Hayes's death and be forgotten, but on the one hand Mildred also symbolically questioned about racial and gender justice in Ebbing, Missouri, California. In this film, it can be observed that Mildred alludes to the concern of the Police who are too busy carrying out acts of violence against racial differences. This was told in the *Three Billboard Outside Ebbing, Missouri* that in one of her dialogues Mildred said "You cops are only busy torturing black people. While there are cases of murder and rape of girls." In this dialogue it was read that the allusion to cases of violence against the black race became one of the problems in cases affecting the lower classes of society. On the one hand, the black race, described only as manual laborers and field workers.

Prominence of language and speech used in this film are moral messages that indicate that the problem of injustice in a community sphere still haunts the people of Missouri, this which was later also mentioned by Mildred that in America despite acknowledging there is gender equality and also respect for racial differences, but this has not yet been fully implemented among the lower classes. The languages used by Mildred are a form of firmness and pronunciation with firm speech when faced with controversy over his actions putting posts on billboards that question the continuation of her daughter's murder case. Even in the film, the main character still tries to avoid loud and offensive words, so as to maintain the courage of a brave woman and avoid all forms of pronunciation that are illegal. This is certainly very understood by Mildred, so that the sentences used are striking, considering the placement of advertisements or writing through writing on billboards has a high level of persuasion. As for the few sentences and languages used in the three billboard advertisement advertisements hired by Mildred that read in the Indonesian translation include 'Raped at death', 'Still no arrest?', And 'How is it, Chief Willoughby?'.

In the first discussion "Raped at Death" a short sentence that illustrates the essence of the purpose of Mildred's actions and movements in demanding justice. The sentence written is intended for the case of the death of her daughter who was raped, then killed by being burned, and the former murder or crime scene that left an impression on one of the billboards rented by Mildred on the front billboard. The purpose of using the sentence in the text above is none other than an attempt to "fight forgetting" the murder and rape case

that occurred to Angela Hayes or Mildred's only daughter who before being killed, Angela and Mildred were involved in a violent fight until finally Angela decided to get out home, but the fate of Angela was killed and the culprit for a year still has not been revealed. This paper is the main emphasis and is first placed because the billboard as a silent witness of the murder that took place in front of the billboard and the crime scene was left. Then in the sentence "Still no arrest". This is indirectly addressed to the police as an authority in handling all forms of criminal cases.

In the case of Angela Hayes, it was confirmed that the whereabouts of the perpetrators were still unknown and had not been arrested. Meanwhile, the police, judged by Mildred, were not serious and were not focused on handling the Angela Hayes case, up to two years the case had been missed and unilaterally closed by the police so that made Mildred angry and then decided to make the paper remind the police about the murder case a woman who was burned in front of a billboard and still left a mark. The use of the word "still" means the problem has not been resolved and is ongoing. Then "There is no arrest" which states there is no act of handling the perpetrators of the killings. So it is reinforced with the word "Still not" as two opposite words which are interpreted as "not yet". Then in the last sentence is "What about chairman Willoughby?". In this film questions how Willoughby's responsibility as Chief of Police (played by Woody Harrelson) in addressing the murder case that befell Angela Hayes. Case that has been going on for 15 years, Willoughby seemed reminded by the incident after reading three billboards hired by Mildred. So the advertising media persuasion function in Missouri serves to remind the local community, especially the police chief, Willoughby, including inviting controversy and intrigue in it. So it can be seen that Willoughby is so depressed by the case of the daughter of Mildred who is unresolved, coupled with pancreatic cancer he suffered so that Willoughby then decides to end his life by firing himself in the head. After Willoughby's death, the controversy and intrigue experienced by Mildred continued, ranging from the burning of billboard billboards to Mildred's retaliation by carrying out anarchic actions by burning the police station using molotov. This action was an effort beyond Mildred's control of the police's treatment of who tried to ensnare Mildred, until finally the new black Police Chief emphasized anti-violence policies in the surrounding environment, especially to stop violence against women and black race.

In this case, the existence of an individual, Mildred's figure, illustrates a sign of the construction of social reality regarding acts of violence against women, the issue of legal justice against women, namely the issue of gender equality in the treatment of justice and law for women, and the concept of signs used in this film. the use of sentences or words listed on billboards to demand justice. On the one hand, this is also related to the use of signs on "race" as part of the problematic depicted in this film, due to the ongoing problems of black and white conflict and the existence of unequal legal treatment of equality of skin race and gender. The film described three perceptions. First, women perceive the world differently than men because of the different experiences of men and women and the activities that are rooted in the division of labor. In this case, Mildred's perception is illustrated about the amount of love a mother has for her child, until the death of her child makes it very hard hit, almost hopeless until finally taking controversy and getting criticism from several parties including from her own husband. Second, the dominance of masculine politics that hinders the free expression of alternative models of women about the world. In this film political power is held by the authorities or the police as a responsibility for violating the law. However, the perspective of power from the regional police seems arbitrary. It is seen that the authority of the mamu apparatus conquered the autonomy of human freedom. Third, women must transform their own models according to the accepted expression system. The transformation model undertaken by Mildred is making persuasive short messages as his political strength to be able to grab public attention. This kind of processual action is not carried out to make a deliberative movement in obtaining clear and transparent legal rights, but rather as an effort to demand a law capable of protecting women and certain racial groups.

CONCLUSION

Based on the research discussion which is also analyzed based on the results of research conducted by researchers, it appears that the discourse that the director wants to build through this film is about the unfair treatment of law enforcement agencies in cases of violence and oppression of women. So the discourse that is built is about the taking of the law against men and marginalizing the position of women. Furthermore, in the context of gender representation, women are represented here as oppressed and excluded parties so that women build identities that deviate from the feminine or as weak women, but position women as militant power positions who do not want to show weak positions, but instead

show strong positions even by ignoring social class. On the one hand, women themselves still look weak because of the constraints of social structures and systems and the rule of law that is sufficiently binding and narrows the space for women's autonomy to obtain the proper justice. Next, the feminist representation seen here is a liberal representation which demands gender equality with men before the law. Then there is the view of the women's movement to demand weaknesses and also demands in the partisanship of the law against the existence of women as being blunt towards women.

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