



SEXUAL HARASSMENT: CRITICAL DISCOURSE ANALYSIS ON THE *PHOTOCOPIER* MOVIE 2021

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Abstract

The purpose of this study was to identify discourse topics and discourse strategies that contained sexual harassment contained in the movie “Photocopier” and analyze them using Van Dijk’s theory of critical discourse analysis. This type of research is qualitative research. The data sources are dialogues from the “Photocopier” movie. In this study, Van Dijk’s theory of critical discourse analysis of Positive Self and Negative Other Representation was applied. According to the findings, there are nineteen dialogues including five discourse topics and seven discourse strategies contain sexual harassment. In the movie, the most dominant discourse topics is the women as a sexual objects and in the discourse strategy is the strategy of problematization.

Key words: Critical discourse analysis, sexual harassment, discourse topics, discourse strategies.

A. INTRODUCTION

Critical Discourse Analysis (CDA) is a discourse analysis method created in the late 1970s and early 1980s by Western linguists such as Roger Fowler, Gunther Kress, and others. And it has taken elements from a variety of disciplines, including sociology, psychology, and semiotics, to form an in-depth approach that combines text analysis and social orientation. Van Dijk’s studies of ideology aim to understanding discursive power relations. “Ideology is the hierarchical discursive structuring of various forms of discrimination, such as racial and gender discrimination” (Van Dijk, 1998). Van Dijk calls this the strategy of polarization, which is a positive self-presentation and a negative other-presentation (Van Dijk, 1998). This theory seeks to demonstrate that in specific discourse processes, “we” and “they” are polarized, and that both ideological sides can utilize this tactic to naturalize and justify discourse dominance. To put it another way, the goal of this strategy is to expose the naturalization and legitimization of the ideological discourse controlled by human cognition in the

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discourse production process, which is a contest and confrontation between “we” and “they” in the field of discourse power from a deeper social perspective.

There are several studies have investigated the use of critical discourse analysis about in the movie (Parajuli, B. R. 2022; Rizk St., & Zamoum Kh. 2021; Quyyum, A., Ali, S., & Akash, J. 2020; Walsh, T. 2022; Van, T. T., Van, N. H., & Phuc, N. T. T. 2019; Abdel Meguid, R. 2021; Saber, N., & Fariba, J. P. 2018; Iqbal, A., & Haqnawaz, M. 2016; Salim, R. A. 2021; and Silalahi, T. S., Rafli, Z., & Dewanti, R. 2021). The findings of those studies show that critical discourse analysis examines how language and meaning are used to support or undermine a particular ideology. According to Quyyum, A., Ali, S., & Akash, J. (2020), viewers and readers of a movie need to be capable of critical thinking in order to avoid being easily offended by issues that are intended by powerful institutions, where ideology and power continue to have a large influence.

The ideological square put forth by Van Dijk (1998) and a model advanced by Bassiouney (2012), which offers a number of linguistic tools that can be used to create identity are combined in Abdel Meguid, R. (2021) statement that critical discourse analysis (CDA) is used to analyze the representation of self and other. In fact, Parajuli B. R., (2022) looked into how the movie *Pink* deals with sexual assault against women, an issue that is important in today’s socio-judicial dialogue. In order to evaluate a case of violence against women in the 2016 Bollywood movie *Pink*, this study employs critical discourse analysis (CDA). The movie also highlights the tendency for victim blaming and the pervasive social norms behind the construction of the stereotypes of “good girls” and “bad girls” from a social standpoint. Furthermore, Parajuli does not employ Van Dijk’s model as a theoretical framework for primary text analysis.

The research gap of this study focuses more on sexual harassment that can happen to both men and women and it also followed by abuse of power. This is what distinguishes the research from previous ones. The previous research according to Parajuli B. R., (2020) dealt more with analysis of tendencies to blame victims of sexual harassment. Researchers analyze sexual harassment on the “*Photocopier*” movie using critical discourse analysis of Van Dijk’s Ideological Square theory which this movie is the latest in the year 2021. Researcher chose this movie as an object of study because it raised the issue of sexual harassment in a college environment that is directly related to news media events because many of these cases occurred. This movie also contains abuse of power from those who have greater authority over those who do not, resulting in injustice.

B. RESEARCH METHOD

1. Type of the Research

In this research, the researcher used a descriptive qualitative approach because the aim of this research is to describe the sexual harassment in the *Photocopier* movie. Analyzing data in the form of words in categories, interpreting the data, and making inferences are all part of qualitative research. Humanities and social science analysis is where it is most commonly

employed. Since the discourses under analysis will be defined, evaluated, and explained in light of social phenomena, this sort of research is suitable for analyzing the CDA study, particularly discourses on the movie.

Qualitative research, according to Creswell (2012) is a way of studying and understanding the meaning that individuals or groups attach to a social human situation. Emerging questions and procedures are part of the research process, as are data collection in the participants' environment, inductive data analysis (developing from specifics to broad themes), and data interpretation. The writing structure of the final written report is customizable.

Qualitative approaches, according to Creswell (2012) are divided into five types: phenomenological research, grounded theory, ethnography, case study, and narrative research. This research used a narrative research because its goal to investigate and conceptualize how the human experience is expressed in words. The qualitative methodologies employed to assist the writer in describing the data may be seen in the statement above.

2. Data and Source Data

The data of this research was the utterances of the movie (media) production of Indonesia titled *“Photocopier”* by Wregas Bhanuteja. Currently, we were able to watch *“Photocopier”* streaming on Netflix. *Photocopier* hits on topical and cultural issues of women’s rights and sexuality, as well as family expectations and judgement. Working with a photocopy worker, the student begins to investigate what really happened to her that night.

3. Instrumentation of the Research

The instrument used to conduct the research as follows: typing tools such as Microsoft Word to collect data, the Netflix as a platform to watch the movie, and *Photocopier* Movie as the main source to collect data. The instrumentation that are used to conduct the research as follows:

- a. The researcher, the one who transcribes, analysis the data, and explains the findings.
- b. Electronic tools such as laptop to watch the movie and collect the data.
- c. *Photocopier* movie as the main data to conduct the research.
- d. The table indicators, as the tool for investigating and evaluating the utterances or the discourse presentations. There are two table indicators that are used in this study. The table indicators can be seen in the following tables.
- e. Stationary tools such as pens and books to collect the data.
- f. Journal, internet article, dictionary, books and other reliable media to support the data.

	Us	Them
Positive Representation	Emphasizing our good things	De-emphasizing their good things
Negative Representation	De-emphasizing our bad things	Emphasizing their bad things

Table 3. 1 Van Dijk's Ideological Square: Polarization of 'Us' and 'Them'

4. Method and Technique of Data Collection

The researcher followed these steps while collecting data:

- a. Accessing and download the Photocopier movie using laptop and internet.
- b. Watching the Photocopier movie several time in order to the meaning of the movie and to draw conclusions from the movie.
- c. Transcribing the utterances.
- d. Identifying the utterances that contain the Positive-Self and Negative-Others Presentation by using 'Positive-Self and Negative-Others Table Indicator'.
- e. Sorting out the utterances that contain sexual harassment on the Photocopier movie. The selected utterances or discourses are the data for this research.

5. Technique of Data Analysis

The researcher analyzed the data through the steps as follows:

- a. The researcher classified the utterances that contain 'Positive-Self and Negative-Others Presentation' by using 'Positive-Self and Negative-Others Table Indicator'.
- b. In specifying the discourse topic, the researcher grouped the 'Positive-Self' and 'Negative-Others' separately and categorize those utterances having the same theme into one discourse topic.
- c. The researcher sorted out the discourses based on their strategies using the 'Discourse Strategies Table Indicator'.
- d. Afterwards, the researcher interpreted, explained, and discussed the findings.
- e. The researcher concluded the conclusions based on the analysis and findings.

C. RESULT AND DISCUSSION

1. Research Finding

The transcripts from the movie were analyzed based on Van Dijk's theory, Ideological Square 'Positive-Self and Negative-Others strategies. The researcher has collected 19 data containing the Positive-Self and Negative-Others strategies. The first analysis was on analyzing the utterances either it contained positive-self presentation or negative-other presentation. The second was analysis on the discourse topics contained in the utterances. The last was the analysis of discourse strategies. The researcher has collected 19 data containing the Positive-Self and Negative-Others strategies.

a. Discourse Topics

Discourse topics, which serve as the guiding principles of conversation interpretation, must be an inherent characteristic of the logical form of a coherent discourse, according to researchers like Van Kuppevelt (1995). There are 4 ways classifying discourse topics:

1. Emphasize our good things
2. Emphasize their bad things
3. De-emphasize our bad things
4. De-emphasize our good things

In this analysis, the researcher has found 5 discourse topics of entire utterances uttered on Photocopier movie contain sexual harassment. The findings of discourse topics are demonstrated in the table below.

No.	Discourse Topics	Total
1	‘Women as troublemakers’	5
2	‘Women as sexual objects’	9
3	‘Women as a disgrace to society’	3
4	‘Women as a weakling’	1
5	‘Women as a criminal actors’	1

Table 4. 1 The findings of the discourse topics

From the utterances, women represented as troublemakers because she gets into trouble by getting drunk, it puts her at risk of losing her scholarship and embarrass her family. She lied to her parents that she had an interview. In the movie, her parents is very strict and do not support the things their children like. It made her intend to lie so she could join the party and hang out with friends. She did not expect that her little lie to go to the party and get drunk got her in big trouble. She was even kicked out of the house and not given a chance to be heard by her parents because she had let them down.

The discourse topic ‘women as sexual objects’ in the Photocopier movie because women’s body had been confiscated illegally without her consent. The perpetrator (Rama) illegally collected private photos of students and used them for certain purposes. One of them is a photo of Suryani’s body parts and two of her seniors which the perpetrator use to make installations for their theatrical performances. However, the photos of the victim’s bodies have been edited in such a way that ordinary people will not notice.

‘Women as a disgrace to society’ it can be concluded that women are always considered wrong even though she is a victim of sexual harassment. Everyone seems to close cases of sexual harassment that occur for certain purposes, such as protecting the good name of the campus when she should be defended and given protection and get justice for the victim. Women feel ashamed because their disgrace is known to the public and the digital footprint is dangerous because will never disappear. Women will be considered as shameless, unable to

take care of themselves, a disgrace to the family, and even considered no longer virgin.

In the Photocopier movie, ‘women as a weakling’ viewed as a weak and helpless human. Women are weak because they are considered powerless and will not win against men. Rama (the perpetrator) is the son of a wealthy artist and from a prominent family. He looks so calm and full of charisma that it is not unexpected that he is a pervert. As an artist, he often runs out of ideas, so he needs new and fresh ideas to create works. But unfortunately, he could only get the idea in a very bad way and violated the norm. Rama started by buying a photo from Amin who is the photocopy worker campus. He will choose the target of his lewd inspiration.

‘Women as a criminal actors’ utterance that women presented as a criminal actors because she made the mistake of breaking the law in order to get proof that she had been harassed by stealing data and hacking a mobile phone, someone's personal data. She could be threatened with imprisonment for breaking into someone's personal data and reputation.

b. Discourse Strategies

According to Howe Opik (1985), research topic is a basic foundation that must be possessed before research is carried out, this concerns the process of forming good conversational discourse requirements and is systemically carried out to increase the credibility of the research conducted. Discourse strategies are tactics used in a conversation in an effort to better comprehend the other party in that particular setting (Gumperz, 1982). There should be a clear framework created by the speakers so that they may understand each other’s statement. In the Photocopier movie, the researcher uses about 13 discourse strategies. From the analysis done, the researcher found that there are 7 discourse strategies used on the Photocopier movie contain about sexual harassment.

No.	Discourse Strategies	Total
1	Labelling Mechanism	1
2	Metaphor	2
3	Negative Attribution	4
4	Personal Pronouns	1
5	Prejudice Strategy	3
6	Scapegoating	2
7	Strategy of Problematization	6

Table 4. 2 The findings of the discourse strategies

2. Discussion

The findings on the analysis of the *Photocopier* movie showed that women as a victim of sexual harassment happened in college. The most discourse topic is women as a sexual objects and the most discourse strategies used is strategy of problematization. From the results of the research on the *Photocopier* movie, the main character Suryani is always blamed and never heard from either the family or the campus. Suryani and other victims were sexually abused by Rama by making the victim the object of a photo. The photo is used for the theatrical stage property. Natural photos of the victim's body are used as material to make a theater background. It can be concluded that on the *Photocopier* movie not only tells about sexual harassment but also victim blaming and abuse of power. The following are the discourse topics found along with the strategies used:

Women as troublemakers, women are viewed as a cause of conflict, the creator of the problem and make a mess. The discourse strategy used is strategy of problematization.

Women as a sexual objects, women became the gratification and their body are exhibited in the installation of the drama theater. The discourse strategy used to present women as a sexual objects are negative attribution, prejudice strategy, metaphor, and scapegoating.

Women as disgrace to society, women are presented as shameless people and harming themselves and others. The discourse strategy used to present women as disgrace to society are negative attribution, prejudice strategy, and labelling mechanism.

Women as weakling, it presented women as a weak person, they cannot fight, they cannot do anything and remain silent. The discourse strategy used is personal pronouns.

Women as a criminal actors, it presented that women they commit criminal acts to find evidence they were harassed but in the wrong way. The discourse strategy used is strategy of problematization.

Based on the related study, the findings have some similarities with some several studies. The study conducted by Fikri, Zafira, dkk (2022) in their study entitled "Penyalin Cahaya: Analysis of the Types of Sexual Harassment in Film". In his study, the author discuss the analysis of sexual harassment and acts of abuse power for the purpose of sexual gratification and gain in the form of money, social, and others. There is the differences between this study and the previous study. In this study, the researcher found not only the sexual harassment that was told in this movie, but also the abuse of power and victim blaming using the Van Dijk theory of discourse analysis so that the discourse topic and discourse strategy were analyzed.

Meanwhile, in a study conducted by Oetomo, R., & Kusumandyoko, T. (2022) entitled “Semiotics of Visual Signs on Photocopier Movie”. He expresses the meaning conveyed in the movie using semiotic analysis techniques based on John Fiske’s theory.

D. CONCLUSION AND SUGGESTIONS

1. Conclusion

According to the results of analysis, the researcher uses seven discourse strategies. The analysis employed Van Dijk’s (2013) ideological square to describe and distinguish between Positive-Self Presentation and Negative-Others Representation in 19 utterances on the movie that shows sexual harassment and women as a victim. There were strategy of problematization, scapegoating, metaphor, prejudice strategy, negative attribution, labelling mechanism, and personal pronouns. The researcher found five discourse topic and seven discourse strategies. The explanation about each discourse strategies already given the explanation about it. A number of discourse strategies such as strategy of problematization, scapegoating, metaphor, prejudice strategy, negative attribution, labelling mechanism, and personal pronouns that were previously employed to create the negative presentations against women as a victim.

2. Suggestion

The researcher would like to suggest to the next researcher to conduct further studies on this topic. Future research may investigate the same topic, but with different data, so that the result will be more valid, because this topic is very relevant around us, especially for the victims and it is important to discuss it so that we are more concerned and aware of the many cases of this happening in our society.

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