

ABSTRACT

Representation of Stigmatization and the Impact On People with Mental Disorder in Balada Sepasang Kekasih Gila Movie

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Films about people with mental disorders are still an anomaly in the Indonesian film industry. Balada Sepasang Kekasih Gila is a film that portrays the real problems of ODGJ in society. As a minority group, ODGJ are often stigmatized by members of the community which makes it difficult to heal and restore their social roles. Films can be a channel for educational messages about these issues by providing the right description. Therefore, this study aims to determine how the character of ODGJ who is stigmatized is described and its impact. This research uses post-positivism paradigm with qualitative content analysis method. The main concept in this study is the category of stigmatization of ODGJ and its impact according to the American Psychiatric Association. The results showed that there were 74% of film scenes that showed stigmatization and its impact on the characters of ODGJ. The dominant form of stigmatization in films is public discrimination, which is 63%. The dominant impact of stigmatization is the social impact on ODGJ by 63%. The social impact is found to be dominant because most of the perpetrators of stigmatization are community members in the ODGJ environment who live homeless. The understanding of community members based on untrue stereotypes about ODGJ creates prejudice and discrimination. The depiction resembles the picture of reality faced by ODGJ. This is in line with the aim of filmmakers who not only want to raise the romantic side of ODGJ but also raise the issue of marginalization of ODGJ by the majority group.

Keywords: Stigmatization, Mental Disorder, Film, Content Analysis

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