

ABSTRACT

A Quantitative Content Analysis of Misogynism Behavior: Forms of Misogynism in the Film Fair Play

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Seeing that women are still confined by patriarchal culture, especially in the world of work or in romantic relationships, Fair Play shows a complex portrait of women in the workforce, especially in the face of patriarchy and misogynistic behavior that are still rampant in the modern workplace. Fair Play illustrates the struggles women face in achieving leadership positions in the workforce, as well as highlighting how gender stereotypes and prejudices remain obstacles in women's journeys. The purpose of this research is to find out the forms of misogyny that become the main concept in the research. This concept includes the categories of misogynistic pejorative, misogynistic treatment, misogynistic derogation, and gendered personal attacks. This research uses the post-positivism paradigm and the quantitative content analysis method. The results showed that 63% of scenes featuring misogyny were dominated by the misogynistic treatment category. This category gets dominant results with a percentage of 47% of the 15 scenes, due to the many scenes that show violent, manipulative, tempting, possessive, and controlling behavior. In addition, there is the second most frequent category of misogynistic derogation and gendered personal attacks in as many as 19% of the six scenes that dominantly show the act of belittling Emily's way of thinking, considering Emily uncritical, and showing gender-based attacks such as the view that Emily degrades herself in order to get a position. In addition, there is also a category of misogynistic insults with a percentage of 15% from 5 scenes. This is because misogynistic behavior is often shown in a verbal way, namely by issuing expressions that demean Emily, such as calling her "the blonde" and "stupid bitch." However, the movie Fair Play can be said to represent the reality of what women often feel when working in a masculine environment and the toxic relationships displayed in the film industry.

Keywords : Misogynism, Patriarchy, Work Environment, Film Fair Play

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