

ABSTRACT

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ANALISIS SEMIOTIKA FEMINISME DALAM FILM BARBIE 2023

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Keywords: Representation, Feminism, Film, Semiotics, Roland Barthes

(xiii + 58 + attachments)

This research aims to determine the representation of feminism in the film Barbie 2023. This research uses qualitative methods with Roland Barthes' semiotic theory to analyze signs through the process of interpreting denotation, connotation and myth. The results obtained from this research are that the Barbie 2023 film represents feminist issues, namely (1) women can be anything in Barbieland (2) women are often objects of men (3) women support each other (4) the world's expectations of women.

Bibliography (2007-2023)