

## **ABSTRACT**

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***Representation of Liberal Feminism in Gadis Kretek Film (Roland Barthes Semiotics Analysis)***

*Keywords: Semiotics, Representation, Feminism, Film*

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*Film is one type of mass communication media that is often used to describe the social life of society. In this case, films have the power and potential to organize messages uniquely because they provide life images and important lessons for the audience. One of the messages that can be conveyed through film is about feminism, which is a movement or organizational activity that demands equal rights between women and men in the political, social and economic fields. This research aims to analyze the representation of liberal feminism found in the film Gadis Kretek. This film depicts the figure of Dasiyah as a figure who fights for the rights of individual freedom and gender equality in the clove industry. This research method uses a qualitative approach with a descriptive method, constructivism paradigm, observation, documentation, and interviews using Roland Barthes semiotic analysis and using the theory of liberal feminism. The results of the research using Roland Barthes analysis and liberal feminism theory show that there is a representation of liberal feminism in the film Gadis Kretek regarding the depiction of female characters, namely Dasiyah who has a female character who has big dreams to make her own kretek sauce and raise women in the kretek industry.*

*Bibliography (1997-2023)*