

Abstract

This study aims to determine the signifier and signified which represents about women in Raisa's album cover "Raisa" and "Heart to Heart". This research uses qualitative research methods using semiotics theory of Roland Barthes. This research use the album cover of Raisa andriana as the object. From the research that has been done can be concluded that the meaning of multilevel through Barthes's semiotic theory, namely through the denotative meaning, connotative and myth in both the album cover of Raisa, identified markers that represent women who thrive in a culture in Indonesia. Long hair, the using of dress in everyday use, the use of accessories, pastels and bright colors as well as the use of natural make up becomes a representation of the sign about women which growing in culture in Indonesia.

Keywords: Album Cover, Representation of Women, Roland Barthes, Semiotics