

ABSTRACT

Talkshow is a media that is used to get message across and change people's perspective. Some people have a different opinion regarding GKR Pembayun as the replacement for Sri Sultan Hamengkubowono X, which caused many issues in media. Especially with khalifatullah principle, that means a leader has to become an Imam. With the news' differences in media interest NET TV "Satu Indonesia" to talk with Sri Sultan Hamengkubowono X about the ongoing issues in Keraton Yogyakarta. This research uses John Fiske's 3 Level Semiotic Analysis which is reality level (expression and gesture), representation level (picture production and dialog) and ideology level. The research's object is feminism's ideology in Keraton Yogyakarta in the time of Sri Sultan Hamengkubowono X. The result shows that Sri Sultan Hamengkubowono X adopts feminist ideology which in discord with the Keraton Yogyakarta's patriarchal ideology.

Keywords: *Feminism, John Fiske, Semiotic, Talkshow*