

ABSTRACT

Physical appearance has become one of the main values, especially for women, then has an impact on the spread of values that affect people's perspectives on the standardization of the ideal body. At this time, the ideal standards for the female body are divided into three, namely thin, slim, and full. Social media is a public space platform for people to easily interact, participate, share and create freedom of expression. One of the public figures, Tara Basro, voiced freedom to fight against the public's perspective on standardizing the ideal body through posting photos and captions on social media, Instagram and Twitter. Photographs that show the curvature (fat) of the abdominal body, stretchmark, and far from the ideal body standardization. Where a woman is usually shy or rishi to show body curves. This research focuses on the meaning contained and the message conveyed by Tara Basro through photos of body positivity campaign posts on social media. The data analysis technique used in this research is descriptive qualitative with Roland Barthes' semiotic research method in the form of connotation, denotation, and myth to show each pose, object, photogenic, aestheticism and syntax in the photo and analyzing the captions of 2 (two) posts. Based on the results of this research, Tara Basro did not show any signs of pornography that invites sensuality. Tara Basro just wants to break the stereotype of the ideal body shape circulating in the community to have a thin, slim, and full body. Packaging the intent of the photo upload with the caption "Let Yourself Bloom" and "Worthy Of Love". Inviting to appreciate more positively all shapes and appearance of the body. Starting to love yourself as a form of gratitude for our giving in the world. Tara Basro hopes that society will be aware of how to respect each other, and beautiful women do not always have to have a professional body.

Keywords: Semiotics Roland Barthes, Body Positivity, Social Media