

ABSTRACT

*Feminism is a movement which aims to achieve legal, economic and social equality between the sexes and end subordination, sexism, discrimination or oppression by men against women. Feminism itself is a movement that still doing and championed by women. These day, many films carry the theme of feminism with some purpose. One of them is the film *On The Basis Of Sex*, which is one of the films with the theme of feminism. This film shows how the female character who plays the film tries to convey the message of feminism to the audience. So, this study aims to determine the meaning to be conveyed in the film *On The Basis Of Sex* through semiotic meaning. The researcher used a qualitative approach using Roland Barthes' semiotics which based on the study was divided into 3 parts, namely the meaning of denotation, meaning of connotation and myth. The meaning of denotation is shown through the actions that are actually carried out by the characters in the film, the meaning of the connotations is shown based on the fashion style, expression, dialogue, even the technical shooting that used in the film, while in myth, liberal feminism values are shown based on the actions taken by the characters in the film.*

Keywords: *Feminism, Liberal Feminism, Film, Semiotics*