

ABSTRACT

Body shaming is an act of commenting, criticizing, humiliating to insult body shape and body size such as having a fat body, being too skinny, height to skin color. As technology develops, film makers (directors) often raise the topic of body shaming in the films they make. One of them is the film Imperfect, directed by Ernest Prakasa. This film carries the topic of body shaming that often occurs in social circles. In this film, several characters appear to be doing body shaming. The purpose of this study is to determine the meaning associated with body shaming and to find out the meaning of denotation, connotation and myth in the film Imperfect. To achieve the research objectives, the researcher used a qualitative approach with semiotic analysis of Roland Barthes. To get the results of the study, an analysis of the Imperfect film was carried out and the researchers chose several scenes related to body shaming as objects in the study. The results of this study are the meaning of denotation in this film seen from the actions and dialogues. The connotative meaning in the imperfect film has hidden meaning in some of the dialogues spoken by the characters such as "pregnant mother" and "stranded whale". Then in this film comes the meaning of the myth that a woman must be beautiful, slim and white in order to be liked and treated by others. The results of this study indicate that the film Imperfect shows body shaming actions that are carried out verbally through dialogue and nonverbally through actions.

Keywords: *Body shaming, Film, Semiotics, Roland Barthes.*