

## ***ABSTRACT***

*The presence of women's empowerment happens due to gender inequality experienced by women in realizing their dreams and aspirations. Efforts supporting women's empowerment are needed to create equal relationships for men and women in all areas of life. This has encouraged advertising companies to produce advertising works based on issues of women's empowerment. The Grab company displays the GrabCar version of the #AmanUntukSemua advert, which contains a representation of women's empowerment delivered by four female figures. This research is a qualitative research with a critical paradigm with the semiotic analysis technique of Roland Barthes. The objective of this research was to determine the meaning of denotation, connotation, and myth of the representation of women's empowerment. The results of the study reveal the anxiety of parents who still adhere to a patriarchal system that prohibits their activities outside the house to work in the public domain at night because it is dangerous and not safe enough for women. This lead to an impact on women's access and control to improve their capabilities and confidence. For that reason, the four women in this advertisement expressed their disagreement with the patriarchal view by voicing efforts to empower women by realizing their dreams, such as by working in a public domain.*

*Keywords: GrabCar advertising, representation, women empowerment, gender inequality, semiotic analysis of Roland Barthes.*