

ABSTRACT

Aspiration is a strong desire and effort to achieve more success. The desire in this aspiration is in the form of a desire to improve individual status as well as a courageous desire. As more and more women's presence in employment agencies creates symbolic statements that can feed back into the socialization of the younger generation and shape gender in society and institutions, as well as perceptions and beliefs in a company. The film "Samjin Company English Class" is a drama originating from South Korea. In this film, several characters seem to be fighting for the right to aspire to maintain the company. The purpose of this research is to find out the meaning related to women's aspirations and to know the meaning of denotation, connotation and myth in the film Samjin Company English Class. To get the results of the study, an analysis of the film Samjin Company English Class was carried out, the researchers analyzed several scenes related to aspirations as objects in the study. This research produces denotative meanings that can be seen from the style of clothing and actions, the connotative meanings contained in the meaning of dialogue and the meaning of the myth states that a female assistant worker should not take part in the management of the company. The results of this study indicate that the film Samjin Company English Class shows the act of silencing women's aspirations which is carried out verbally and non-verbally.

Keywords: Women's aspiration, Film, Semiotics, Roland Barthes.