

ABSTRACT

The era of globalization has become a major influence in human life today, one of which is in the way of dressing and appearance that is adjusted to the gender. The problem of gender differences between men and women in society has its roots in patriarchal culture. With this construction, gender is defined as a form of one's belief in choosing and carrying out masculine and feminine gender roles that have become common in their social life. Along with the development of the era regarding gender, it is realized that masculinity and femininity are two complementary traits to be able to achieve one's wholeness, this is what is called Androgyny. Related to this phenomenon, one of Kado's short films shows the androgynous gender in the character Isfi who represents masculine when he meets his male friends and feminine when he meets his female friends. In this study, the researcher focuses on androgynous representation using Roland Barthes' semiotic analysis which is divided into 3, namely denotation, connotation, and mitosis. The results of the study found that the representation of androgyny in denotative meaning is displayed through masculine appearance and characteristics. In terms of connotation, it is represented by Isfi's expressions and dialogues who want to be accepted and not discriminated against because of their appearance. The meaning of the myth is represented when the father slaps her and tell that she have to cook.

Keyword : Androgyny, Film, Gender, Semiotics Roland Barthes.