

ABSTRACT

Female themselves have a linguistically neutral meaning compared to girls or women. But when female choose the terms kitchen, well and bed, the word meaning of the female will feel different. The word kitchen identifies the role of female in cooking and preparing family meals. The well illustrates the female's duty to be responsible for cleanliness and beauty and to provide for the needs of men and children in the house. Meanwhile, the bed positions female to serve the biological needs of men or their husbands. The term turns out to only provide a limitation on the space for female to move. The author of one of the three terms, namely female and bed. Bed itself means neutral just like female, but if that happens there is a representation of female and bed. Through film media, this representation of female and bed can be visualized through Yuni's film which is the source of data in this study. This research methodology uses a qualitative descriptive methodology as well as data collection techniques and data analysis techniques using Charles Sanders Pierce's semiotic theory approach. This study aims to determine the representation of female and bed in the film Yuni through Charles Sanders Pierce's semiotic approach.

Keywords : Film, Representation , Female, Bed, Semiotics