

ABSTRACT

*Film is a communication medium to convey a message. Representation is a mechanism used for meaning to objects that can explain the difference between the meaning given and what is actually depicted. This representation has many uses, among others, to provide education through entertainment media such as films. This representation also often takes issues in society to be discussed, such as racism, religion, feminism and one of them is the representation of the role of masculinity. To achieve the objectives of this study, the author uses a constructivist paradigm, qualitative research methods with John Fiske's semiotic analysis techniques, namely the level of reality, the level of representation, and the level of ideology. The subject in this study is the film *Sejuta Sayang Untuknya* and the object is a scene that contains signs of masculinity. This study resulted in conclusions, namely, the level of reality which is reflected in the behavior and way of speaking of the actor who is emotional and puts forward his own ideology. ideology, based on the description at the level of reality and representation shows that the ideology of the film is masculinity.*

Keywords: *semiotics, masculinity, John Fiske, representation, *Sejuta Sayang Untuknya* film.*