

ABSTRACT

As one of the highly popular films in Indonesia, this study aims to reveal and dismantle the representation of women in the film "Like and Share" as a vulnerable group used for the benefit of the film industry by applying male dominance over women.

This research aims to understand how media, particularly through the film "Like and Share," depicts women by focusing on their physical aspects, appearance, and social roles, and how these representations can influence power relations, gender dynamics, and patriarchal culture.

John Fiske's semiotic analysis is employed to examine the signs and codes that emerge and are analyzed according to the research theme in scenes from the film "Like and Share" through the levels of reality, representation, and ideology. Martha C Nussbaum's objectification theory is used to analyze the dominance of the male perspective in "Like and Share."

"Like and Share" transparently uses the male perspective and portrays women as sexual objects shaped according to the male viewpoint rather than from the perspective of women as victims of violence

.Keywords: *Film, John Fiske, Objectification,, Semiotics*