

## **ABSTRACT**

*This research aims to analyze the meaning of the cancel culture construction in the film "Dream Scenario" using Roland Barthes' semiotic approach. Qualitative methods are used to identify and interpret visual and narrative signs that depict cancel culture in films. Data was collected by watching, collecting and recording scenes in films, then analyzing the signs that emerged, such as the use of dream media as an antithesis to the real world, the use of dialogue and other signs that convey the meaning sought. Understanding cancel culture is necessary to understand how the impact of uncontrolled popularity can have a negative impact. The conclusion that can be drawn from the research is that the use of denotation, connotation and myth in the film "Dream Scenario" shows a strong and meaningful narrative regarding cancel culture and how it applies to real life. This film also appeals to the audience to carry out a deeper analysis of the issues raised.*

***Key words: cancel culture, semiotics, film, Roland Barthes***