

ABSTRACT

Film as a form of media can play role in conveying messages of empowered women to society, especially to women themselves. Media can be useful for conveying positive image of women and how women participate in society. Because media will bring a lot of influence to society, media will play a very important role in raising the issue of empowered women for the realization of women's social and economic empowerment. As a mass communication media, Sri Asih movie represents female superhero with extraordinary powers who can destroy gender stereotypes and fight against rules that shackle women. This film aims to explain the representation or meaning of empowered women in Sri Asih with John Fiske's three levels of semiotics, namely level of reality, level of representation and level of ideology. The research method used is qualitative research method and constructivist paradigm with analysis based on John Fiske's semiotic theory. After conducting the research, the author found that empowered women is depicted through the characters of Alana and Ibu where they imply nature and actions of women who are brave, can fight back, can decide their own decisions and free themselves from the discrimination that befalls them.

Keywords: Representation, Empowered Women, Film, Semiotics of John Fiske