

## ABSTRACT

**Audreyelle Febyari, 1604213038, 2024, “*Analysis of Visual Meaning in the Documentary Film 'Hari Kebaya Nasional 2024 - Kebaya Kala Kini'*”  
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Kebaya is a rich and diverse cultural symbol in Indonesia, representing the identity and journey of women throughout history. In an era of rapid development, the existence of kebaya faces challenges to remain relevant amidst global cultural influences. The film *Hari Kebaya Nasional 2024 - Kebaya Kala Kini* aims to preserve kebaya and educate the younger generation about cultural values. The research problem is how visual elements contribute to the representation of kebaya as a symbol of cultural identity. The main focus of this study is to analyze the visual meaning in the film using Roland Barthes' semiotic approach. The method used is semiotic analysis to examine denotative and connotative meanings, as well as to interpret myths. The results of the study indicate that this film not only celebrates kebaya but also internalizes cultural values, emphasizing the importance of preserving kebaya. This research is expected to contribute to the understanding of cultural preservation through visual media and encourage further discussion on the role of film in shaping and maintaining cultural identity.

**Keywords: Kebaya, Visual Meaning, Cultural Identity, Semiotics, Film.**