

ABSTRACT

Feminism is a movement that emerged as a response to gender injustice, with the aim of fighting for equal rights between women and men. One form of representation of feminism can be found in the media, including films, which have an important role in voicing gender equality. The film Legally Blonde is a work that depicts women's struggle to overcome gender stereotypes and achieve success. This research aims to analyze the representation of feminism in the film Legally Blonde through Roland Barthes' semiotic analysis approach, which involves analysis of denotative, connotative and mythical meaning. Through qualitative methods, this research explores how the main character, Elle Woods, is portrayed in this film and how she challenges gender stereotypes because of her blonde appearance. The research results show that Legally Blonde succeeded in representing feminism through the journey of Elle Woods who succeeded in overcoming gender stereotypes regarding various prejudices against herself as a woman who was "too feminine" and cared about her appearance. Even though it was initially considered trivial, Elle proved that she was capable of achieving success in the world of law. Elle's character shows that success does not have to come at the expense of feminine identity, but can be achieved by harnessing the power of these traits. This research concludes that this film provides an important message about gender equality and challenges stereotypical views about women who appear feminine.

Keywords: Representation, feminism, Roland Barthes Semiotics