

ABSTRACT

Gender inequality is a deep and complex social issue, which is often manifested in various aspects of life, including in the context of culture and media. This study focuses on the representation of gender inequality, especially the practice of double burden experienced by female characters in the movie "Ngeri-Ngeri Sedap." Through Roland Barthes' semiotic analysis, this study reveals how the character Sarma, as a symbol of women in Batak society, is trapped in traditional demands that require the sacrifice of personal dreams in order to meet family expectations. The results of the analysis show that the denotative and connotative meanings of each scene reflect the pressures experienced by women in carrying out dual roles as workers and housekeepers. In addition, the interaction between male and female characters in the movie reflects an unbalanced power dynamic, where men often have more authority in decision-making. This study not only reflects the existing social reality, but also invites the audience to reflect on and question the norms that exist in society regarding gender roles. Thus, it is important to raise awareness of gender issues in the media so that the representation of women can be more fair and balanced.

Keyword: Gender inequality, Double burden, Roland Barthes' Semiotic Analysis