

ABSTRACT

*This research analyzes the representation of public relations activities in the film *The Devil Wears Prada* by using John Fiske's semiotic approach. The study focuses on how public relations activities are interpreted through social and cultural codes displayed in the film's narrative and visuals. The purpose of this research is to understand the extent to which the movie represents the role and function of public relations in the creative industry. The movie contains public relations activities implicitly in the daily activities of Andrea Sachs' character as a personal secretary at Runway magazine. To understand this, the researcher used John Fiske's semiotics consisting of the level of reality, the level of representation, and the level of ideology as a method to analyze the scenes in the film that show the public relations activities carried out by the film's characters. The results showed that the movie implies some public relations roles through the level of reality and level of ideology, although there is no character who works as a public relations. It is hoped that future research can explore other semiotic analysis perspectives such as the semiotics of Charles Sanders Pierce in analyzing this film.*

Keywords : *Films, Public Relations Activities Semiotics, The Devil Wears Prada*