

ABSTRACT

This study explores the representation of liberal values in the film The Truman Show using John Fiske's semiotic method. The film portrays an individual's struggle to attain freedom in the midst of restrictive social control. A qualitative method is employed, using Fiske's three-level semiotic analysis: the level of reality (expression, gesture, conversation, behavior), the level of representation (camera, lighting, music), and the level of ideology. The aim of this study is to explain the meaning of codes at the Levels of Reality, Representation, and Ideology concerning liberal values found in The Truman Show. This research is expected to contribute to communication studies, particularly in understanding how films, as cultural products, can represent specific ideological values. The findings indicate that liberal values in The Truman Show are represented through various visual and narrative signs that depict the protagonist's struggle for freedom. Truman is portrayed as an individual who gradually becomes aware of the social constructs surrounding him and ultimately rebels against the system that restricts his liberty. Through analysis across John Fiske's three semiotic levels, it is found that at the level of reality, Truman reflects his desire for freedom; the level of representation reinforces the symbolic meaning of Truman's journey; and at the level of ideology, the film clearly advocates individual freedom as a fundamental right that must be fought for. This study affirms that The Truman Show contains representations of liberal values through its various elements.

Keywords: *Liberalism, Liberal Values, Semiotics, Film.*