

REPRESENTASI PEREMPUAN MELALUI TOKOH ACHA PADA FILM MARIPOSA (ANALISIS SEMIOTIKA ROLAND BARTHES)

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ABSTRAK

Penelitian ini dilatarbelakangi oleh maraknya representasi perempuan aktif di media visual, khususnya film remaja. Masalah utamanya mengkaji bagaimana karakter Acha mengonstruksi perspektif feminisme serta unsur patriarki. Tujuan teoritisnya menganalisis makna denotasi, konotasi, serta mitos pada tokoh utama. Secara praktis, studi ini menjadi referensi kritis membaca representasi gender dalam karya film. Penelitian kualitatif deskriptif ini menggunakan pendekatan analisis semiotika Roland Barthes yang dipadukan dengan konsep *Mise en Scene*. Pengumpulan data dilakukan melalui observasi dan dokumentasi cuplikan adegan film Mariposa. Teknik analisis data meliputi reduksi, penyajian data adegan pilihan, penafsiran tiga tingkat makna (denotasi, konotasi, mitos), serta verifikasi kesimpulan. Hasil menunjukkan Acha direpresentasikan sebagai perempuan berdaya, cerdas, berani mengambil inisiatif, dan memiliki otonomi diri. Elemen *Mise en Scene* memperkuat peran aktifnya di ruang publik maupun domestik. Namun, terdapat konotasi dan mitos patriarki karena orientasi tindakan dan perkembangan konfliknya masih kerap terfokus pada upaya mendapatkan pengakuan serta perhatian dari tokoh laki-laki. Konstruksi patriarki masih memengaruhi representasinya dalam dinamika hubungan romantis. Direkomendasikan bagi akademisi untuk terus mengkaji fenomena gender media, serta sineas agar menciptakan representasi perempuan yang sepenuhnya independen dari pembatasan ideologi patriarki.

Kata kunci: semiotika roland barthes, representasi perempuan, feminisme, patriarki, *Mise en Scene*, film mariposa

THE REPRESENTATION OF WOMEN THROUGH THE CHARACTER ACHA IN THE FILM MARIPOSA (A ROLAND BARTHES SEMIOTIC ANALYSIS)

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ABSTRACT

This study is motivated by the prevalence of representations of active women in visual media, particularly in teen films. The primary focus is to examine how the character Acha constructs perspectives on feminism and elements of patriarchy. Theoretically, the study aims to analyze the denotation, connotation, and myth associated with the main character. Practically, it serves as a critical reference for interpreting gender representation in film. This descriptive qualitative study employs Roland Barthes' semiotic analysis approach combined with the concept of mise-en-scene. Data collection involved observation and the documentation of scene excerpts from the film Mariposa. Data analysis techniques included data reduction, presentation of selected scenes, interpretation across three levels of meaning (denotation, connotation, and myth), and conclusion verification. The results indicate that Acha is represented as an empowered, intelligent woman who takes initiative and possesses personal autonomy. Elements of mise-en-scene reinforce her active role in both public and domestic spheres. However, patriarchal connotations and myths persist, as her actions and the development of the conflict often center on seeking recognition and attention from the male character. Patriarchal constructs continue to influence her representation within the dynamics of the romantic relationship. It is recommended that academics continue to study gender phenomena in media and that filmmakers create representations of women that are fully independent of the constraints of patriarchal ideology.

Keywords: Roland Barthes' semiotics, representation of women, feminism, patriarchy, mise-en-scène, Mariposa film