



ABSTRAK

REPRESENTASI *BODY DYSMORPHIA* PADA FILM THE SUBSTANCE (2024) (ANALISIS SEMIOTIKA ROLAND BARTHES)

Perli Ramadhan
5211711315

Penelitian ini bertujuan untuk menganalisis representasi *Body Dysmorphia* dalam film *The Substance* (2024), sebuah film *body horror* yang menyampaikan kritik sosial terhadap standar kecantikan yang tidak realistis. Karakter utama, Elisabeth Sparkle, seorang aktris, digambarkan mengalami krisis identitas dan penolakan terhadap tubuhnya akibat tekanan sosial yang mengagungkan tubuh muda dan sempurna. Dengan menggunakan metode analisis teks serta pendekatan semiotika Roland Barthes, penelitian ini mengurai tanda-tanda visual dan naratif dalam film melalui tiga lapisan makna denotasi, konotasi, dan mitos. Hasil penelitian mengarah pada tiga variabel utama *Body Dysmorphia* yaitu, ketidakpuasan terhadap tubuh, perilaku kompulsif dan penghindaran, serta gangguan identitas dan relasi sosial. Film ini merefleksikan bahwa *Body Dysmorphia* bukan sekadar persoalan psikologis personal, melainkan juga produk dari konstruksi sosial dan budaya yang ditanamkan melalui media dan mitos kecantikan. Dengan demikian, *The Substance* menjadi *medium* yang efektif dalam mengkritik narasi dominan tentang tubuh ideal dan dampak destruktifnya terhadap persepsi tubuh perempuan.

Kata Kunci: Body Dysmorphia, Representasi, Semiotika, Film

ABSTRACT

REPRESENTATION OF BODY DYSMORPHIA IN THE FILM THE SUBSTANCE (2024) (SEMIOTIC ANALYSIS USING ROLAND BARTHES' APPROACH)

Perli Ramadhan
5211711315

This study aims to analyze the representation of Body Dysmorphia in the film The Substance (2024), a body horror film that delivers a strong social critique of unrealistic beauty standards. The main character, Elisabeth Sparkle, an actress, is portrayed as experiencing a crisis of identity and self-rejection due to societal pressure that glorifies youthful and perfect bodies. Using a text analysis method combined with Roland Barthes' semiotic approach, this research examines the film's visual and narrative signs through three layers of meaning: denotation, connotation, and myth.. The findings point to three main variables of Body Dysmorphia: dissatisfaction with the body, compulsive behavior and avoidance, and disruption of identity and social relationships. The film reflects that Body Dysmorphia is not merely a personal psychological issue, but also a product of social and cultural constructions reinforced by media and beauty myths. Thus, The Substance serves as an effective medium for critiquing dominant narratives about the ideal body and the destructive impact these ideals have on women's body perception.

Keywords: *Body Dysmorphia, Representation, Semiotics, Film*