

ABSTRACT

Media is one of the primary tools of shaping societal behavior. In the United States, media remains a challenge for women. The documentary film *Miss Representation* reveals the complexities of the media industry in the United States. Through the experiences of mothers, young girls, working women, and public figures, the film shows emotional narratives with concrete evidence. This study uses Roland Barthes' theory of mythological semiotics. This research finds that women in the *Miss Representation* are frequently objectified, especially those in the media. Women are often seen only as visual objects and judged based on their appearance. In conclusion, media in the United States has not yet fully and equally incorporated women's participation.

Keywords: *media representation, women, feminism, Miss Representation*

