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**MEDIA FRAMING OF A WOMAN LEADING
CHARACTER IN FILM**
**CASE STUDY: SEMIOTICS ANALYSIS OF “DI BALIK 98”
FILM REVIEW BY FIVE NATIONAL NEWSPAPERS**

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Abstract

Objectives The main objective of this research is to analyze media framing of a woman leading character in “Di Balik 98” film through five film reviews.

Method The data used are five film reviews from five national print media (both print and online versions). For the supporting finding, the author used textbooks and academic journal articles. The author used qualitative method as the research methodology and content analysis as the research method.

Results The five film reviews mainly portray Diana into three characteristics:

1. A woman who is attached with the people in her surroundings
2. A woman who is more opinionated than men, and
3. A woman who does not conform the cultural expectations of her society

Conclusion There seem to be stereotypes attached to women’s role in society; even though the five film reviews discussed her as a single character.

Key words Woman Leading Character, “Di Balik 98”, Media Framing, Film Review, Print Media and Semiotics Analysis