

# Representation of Feminism In The Film Samjin Company English Class (2020): A Semiotic Analysis

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## Abstract

This paper aims to find the representation of feminism in the film Samjin Company English Class (2020). This film was written by Lee Jong-pil and set in 1995. This film tells the story of three girlfriends working for eight years in a large company in South Korea. Even though they have worked for a long time, the three of them are still treated differently. This film shows how female employees who only graduated from high school are able to prove their strengths by figuring out some cases of company waste leakage and corruption committed by company officials. They also fight for equal rights in their work. Their efforts, struggles, and courage are finally not in vain. The method used in this paper is a descriptive method. This research uses Roland Barthes' semiotic theory to analyze the representation of feminism in the film. Signs and meanings are analyzed through some scenes and dialogues in the film showing the struggles of the three friends. The result of this research is the finding of 13 scenes that represent feminism which can be seen from the female characters' struggle to grab their dreams.

**Keywords:** *Representation, feminism, semiotics*

## Abstrak

Penelitian ini bertujuan untuk menemukan representasi feminisme dalam film Samjin Company English Class (2020). Film ini ditulis oleh Lee Jong-pil dan berlatar pada tahun 1995. Film ini bercerita tentang tiga pegawai perempuan yang bekerja selama delapan tahun di sebuah perusahaan besar di Korea Selatan. Meski sudah lama bekerja, ketiganya tetap diperlakukan berbeda. Film ini memperlihatkan bagaimana para pegawai perempuan yang hanya tamatan SMA mampu membuktikan kekuatannya dengan mengungkap beberapa kasus kebocoran limbah perusahaan dan korupsi yang dilakukan oleh pejabat perusahaan. Mereka juga memperjuangkan persamaan hak dalam pekerjaan mereka. Usaha, perjuangan, dan keberanian mereka akhirnya tidak sia-sia. Metode yang digunakan dalam penelitian ini adalah metode deskriptif. Penelitian ini menggunakan teori semiotika Roland Barthes untuk menganalisis representasi feminisme dalam film. Tanda dan makna dianalisis melalui beberapa adegan dan dialog dalam film yang menampilkan perjuangan ketiga sahabat tersebut. Hasil dari penelitian ini adalah ditemukannya 13 adegan yang merepresentasikan feminisme yang dapat dilihat dari perjuangan para tokoh perempuan untuk meraih mimpinya

**Kata Kunci:** *Representasi, feminisme, semiotic*

## Introduction

The film is a type of visual communication scenario that uses moving images and sound to tell a story, teach something to others and entertain audiences. Film as a popular mass media communication tool is combined with audio and visual aspects in it. As a popular communication medium among the public, films have a role in shaping the way of thinking and behavior of the audiences. The film combines several elements of

art: photography, fine arts, literature, music, and dance. The film is a reflection of the actual reality; in other words, the film is a representation of reality. As a representation of reality, films shape and re-present reality based on the codes, conventions and ideologies of culture (Sobur, 2013). As a medium for delivering messages, every film produced must contain a message aimed at the audience. The story in the film is packaged in such a way that the message contained in the story can be conveyed properly to the audience. The film has many messages in it, one of which is a moral message. This film raises many issues that occur and are close to human life, such as women's issues. Samjin Company English Class is one of the films that raise the issue of women, giving a lot of moral messages to the audience. The moral message is conveyed through the scenes and dialogues of the characters in it.

Films can have a good or bad influence on the audience. Films that contain educational values can have a good impact and become an example for the audience. But it is undeniable that some films include negative values such as violence, discrimination, racism, murder, etc. It can harm the audience if they absorb all the scenes in the film and apply them to real life. The film also raises issues close to people's lives, such as politics, women's issues, gender issues, and feminism issues. The issues have not stopped being discussed until now.

Feminism has been shown in many scenes in films. The issue of women is a topic of debate that has existed for a long time. The struggle of women in demanding their rights has come a long way. Women want an equal position with men: no more violence, discrimination, harassment, and fulfillment of rights and obligations received by women. Since the 18th century, the feminist movement has developed. Recently, feminism continues to grow and is defined as a struggle against all forms of injustice that women accept. This feminist movement developed rapidly throughout the 20th century. However, until now, there are still many cases of unfair treatment received by women. It is an exciting topic to discuss. One of the films that raise the issue of feminism is Samjin Company English Class.

The film Samjin Company English Class tells the story of three friends who worked for eight years in a large company in South Korea. Even though they have worked for a long time, the three of them are still low-class workers because they only have a high school education background. They had hoped when the company announced that employees who scored 600 or more on the TOEIC test would be promoted to assistant managers. Dorothy, Michelle, and Silvia took English classes to pass the TOEIC test that the company would hold. One day Dorothy found out that factory waste leaked directly into the river, causing fish to die and also damaging the environment around the river. Dorothy makes a report, but the company ignores it. Dorothy and her two friends were not discouraged, so they investigated further. In the investigation, it was not only a case of leakage of factory waste, but they also found a corruption case carried out by a high-ranking Samjin company. With struggle, courage, and hard work, they found strong evidence that the top executives of the Samjin Company were in prison. Dorothy, Michelle, and Silvia, who always followed the English class diligently, finally passed the TOEIC test, and they were promoted and got the assistant manager position.

The present writer didn't find any previous studies using the Film Samjin Company English class film as the object. However, many studies have taken the idea of the representation of Feminism in many literary works. They are as follows:

Linta and Alisa (2021) conducted a study entitled *A Semiotic Analysis of Feminims Theories in The Movie of & Hati & Cinta directed by Robby Ertanto*. The results of this study indicate that the film 7 Hati 7 Cinta 7 Wanita contains at least three points of

findings, namely the first, aspects of women's domestication and gender politics, which encourage women to be placed in the traditional position of being housewives. The second finding is the aspect of segregation, putting women in a weak position concerning men. The latest result of the study is that many women experience a reality that places them in a subordinate position.

Rima Sarah (2021) also researched almost the same topic. The research is entitled *Representation of Feminism in The Film Jane Eyre (2011): Semiotic Analysis Study by Charles Sander Peirce*. The subject of research conducted by rhyme is the Jane Eyre film, with the object of research being the scenes representing the Feminism of the main character Jane Eyre. From the results of the study conducted, researchers found the meaning of the representation of Feminism which can be interpreted through the characters, scenes, and properties used in the Film. And also, Feminism contained in the study is Liberal Feminism. The previous studies above help the present writer to understand more about the representation of Feminism in Film.

The present writer is interested in choosing the Samjin Company English Class film as the object of this study because the film can show the women's struggle and spirit in achieving what they want in their workplace. Inspired by a true story in South Korea in the mid-1990s, the film highlights women's discrimination and their struggle to deal with in the workplace. Therefore, this study aims to find out the representation of feminism in Samjin Company English Class Film (2020).

## **Methodology**

This study was conducted using a descriptive qualitative research. The object of this research is a film entitled "Samjin Company English Class" written and directed by Lee jong-pil. The data and object of this research were derived from chronological events, narrations, and dialogues in the movie script and the pictures related to women's struggle. After identifying the selected scenes portrayed the research question, the present writer used Roland Barthes' semiotic theory in order to find the representative of feminism. The semiotic analysis used is Roland Barthes' two-stage significance model. The representative of feminism in each selected scene is found by analyzing the sign and meaning. Both denotation and connotation meaning are used to get the best interpretation of feminism in the film.

## **Finding and Discussion**

The finding and discussion will be presented under several sub-categories. The first is the representation of women seen from several perspectives and the second is a discussion of the signs and meanings of feminism in the film Samjin Company English Class.

### **Representation**

According to Hall, 2005, representation is the ability to describe or imagine. In research, Stuart Hall (1997) mentions representation as a form of language to give messages that mean or represent the world to others. Representation is important because culture is always formed through meaning and language. Representation is significant as a means of communication and social interaction, without which humans cannot interact.

The present writer sees the representation of feminism in the Film through direct observation by watching the Film. In the Film Samjin Company English Class, the representation of feminism is founded on women's strength, courage, and struggle in

achieving their dreams. Women and men have the same opportunities in many roles, especially in work and education, to achieve their goals. The Film *Samjin Company English Class* was set in 1995 and the setting of the film was South Korea. At that time, many people were still conservative. Many people think girls should continue their education to high school because they will eventually get married, and their husbands will provide for them. If women marry, they will become housewives, taking care of children, husbands, and housework.

### **Signs and Meanings of Feminism in the Film *Samjin Company English Class***

Etymologically, the term semiotic comes from the Greek word *Semeion*, which means sign, and in English, it is the study of sign systems such as language, code, signal, and so on. The sign itself is defined as something that can represent something else based on established social conventions. The sign was interpreted initially as something that indicates the existence of something else (Wibowo, 2013). Terminologically, semiotics can be defined as the study of a broad range of objects, events, and all cultures as signs. While Van Zoest defines semiotics as the science of signs and everything related to them, the way they function, and their acceptance by those who use them (Sobur, 2012). Semiotics studies the systems, rules, and conventions that give these signs meaning (Cushman et al., 2012). Signs can be present in various forms, one of which is verbal or linguistic. In addition, there are also visual signs, namely signs that can be seen, such as statues, paintings, or buildings. There are also signs in the form of motion, such as dance and action in dramas and films.

In this study the author uses the semiotic theory of Roland Barthes because his theory is more critical and easier to understand by the author than other semiotic theories. In the first order includes the signifier and the signified in the form of a sign, then called denotation. Furthermore, the signs give rise to other meanings called connotations. Barthes only distinguishes two types of signs in his theory, because he seeks a boundary between denotative signs and connotative signs. Denotation is the level of meaning from the first layer of description, which means that almost anyone can understand something without first explaining it. Then in the second layer of meaning, namely connotation, in this process meaning is created by connecting existing signs through broader cultural aspects.

Barthes explained that denotation is the most tangible meaning of a sign, while connotation is the term used by Barthes in the second stage. Connotation has a subjective and inter-subjective meaning. The choice of words is a choice of connotations. It describes the interaction that occurs when the sign meets the feelings or emotions of the reader and cultural values, which eventually form a myth Sobur, 2009, p.128. In other words, denotation is what the sign depicts on an object, while connotation is how to describe it.

#### **Scene 1**



Figure 1. Sign 1  
Time: 0.03.23 – 0.03.51

**Denotation meaning:** The image in this scene shows a woman in a dark room. The woman wearing a red and white uniform was looking around the room, where the room was very messy. Wrappers, leftovers, drinks, and cigarette ashes were scattered on the table. Files on the floor. Chairs that are not in place. The shooting technique in this scene is a medium close-up technique, where the object in the image looks closer, clearer, and in focus.

**Connotation meaning:** Dorothy struggles to work hard at Samjin's company to earn a decent salary. She even did all the work she shouldn't have done. Starting from throwing garbage in the trash. Cleaning the management division office space. Came to the bee office earlier than other employees. Opened the window, polished her superior's shoes, and bought cigarettes for her boss. Make coffee according to the dose that fits the taste of the boss. Mopping floors and watering plants. Even though Dorothy receives a cheap salary, she is still enthusiastic and struggles to achieve her dream of becoming a career woman. Dorothy's attitude like this also breaks the public opinion that women should not have dreams. Women have the same rights and opportunities to achieve their goals and aspirations.

## Scene 2



Figure 2. Sign 2

Time: 0.03.48 – 0.04.13

**Denotation meaning:** The picture above shows a female employee wearing a red and white uniform. They are in the kitchen of the Samjin Company. They are all focused on their work, which is making coffee for their boss. They all looked down because they worked standing up. In this scene, Dorothy is highlighted most; her face is delighted because she can achieve the fastest record in making coffee for her superiors. Dorothy has a thoroughness and skill that her friends don't have. She did all her work very well. The shooting technique in this scene is a medium close-up. The displayed object looks closer and more evident.

**Connotation meaning:** The focus of this scene is Dorothy is reaching a new record for making coffee in the right amount. She has complete accuracy so that she can achieve the fastest form compared to other female employees. Dorothy does all her work so well that her boss trusts her to do work she shouldn't be doing, such as she was given the responsibility of moving their boss's stuff to a new office. In this case, it can be seen that Dorothy's efforts to perform optimally in doing all her work. This illustrates that women are creatures of responsibility and want to work hard to achieve their goals. They are solid and rigid and never complain. Breaking the notion in society that women are only weak and unreliable figures.



### Scene 3



Figure 3. Sign 3

Time: 0.14.53 – 0.17.30

Denotation meaning: The picture above shows Dorothy standing nearby, talking to Choi Dong-soo. Dorothy holds a brown file. Dorothy was seen wearing a red and white uniform, and she was standing there looking doubtful, and there was a hint of fear on Dorothy's face. In front of Dorothy, Choi Dong-soo was wearing a white shirt and black tie. Two of them had a conversation where Dorothy asked Choi Dong-soo for help. The shooting technique in the scene is taken with the medium close-up technique; the object in the image looks closer, more precise, and more focused.

Connotation meaning: This scene tell Dorothy was stunned and thought the cause of the fish in the river died. Dorothy makes a report and submits it to her superiors to check the flow of the waste. In this case, Dorothy feels responsible for conveying the news to her boss because the leakage of factory waste impacts the survival of the creatures in the river. As a woman, she has a heart that cares more about her environment. Dorothy's efforts to make a factory waste leak report and her courage to submit the report to her superiors need significant consideration.

### Scene 4



Figure 4. Sign 4

Time: 0.27.52 – 0.29.19

Denotation meaning: In the picture above, there are three women calling someone. The three women wore red and white uniforms. Two women beside Dorothy focused and listen what Dorothy says. They were at the side of the road where the public telephone. Taking pictures in this scene using the medium long shot technique with normal lens focus.

Connotation meaning: In this scene, it was Dorothy who did not believe in the results of the factory waste leak that was distributed by the company, so she intended to find out more. She didn't stop to find out what was going on even though his friend told her that their company wouldn't do anything wrong that could cost other people's lives. She found more substantial evidence and tried to contact the California Environment Research Institute. Dorothy and her two friends can't speak English, so they don't get any info from the contact. They didn't stop there. They ask for help from others who can speak English, namely their English teacher. But their efforts were also unsuccessful because it turned out that the contact was the wrong contact. Usually, an ordinary employee with no authority in a company will feel very stupid with the problems happening. Most of them will remain silent and do not want to interfere. Moreover, Dorothy and her two friends are female employees who only graduated from high

school. Still, they have more thinking, insight, and courage than people with higher education, such as bachelor's degrees. In this case, Dorothy and her friends did not have the authority or high position in the company to solve the problem and did not want to stop to find out about how much damage was caused by the phenol waste. They are still trying and struggling to uncover who manipulated the results spread by the company. As women, the three of them have big souls and don't want to stop until they achieve their goals. In this case, it is still seen that those with money and power are free to manipulate situations that can make others lose.

### Scene 5



Figure 5. Sign 5  
Time: 0.29.20 – 0.30.15

Denotation meaning: In the picture above, Dorothy, and Michelle, who are on the roof of the building, to discuss the results of the waste leak. The woman with white earrings. She wears a red and white uniform. She told her friend to stop interfering with the problem of phenol waste leakage. The atmosphere in the scene is relaxed but tense because they are talking about a serious problem that has claimed many lives. The setting in this picture is on the roof of the Samjin Company building. Taking pictures in this scene uses the medium shot technique where the image only shows part of the object.

Connotation meaning: This scene tells of Silvia, Dorothy, and Michelle, who are on the roof of the building, to discuss the results of the waste leak. Someone has manipulated the result, but they don't know why it is being manipulated. Silvia asked who and why the results were manipulated, but Dorothy and Michelle did not know. Michelle asked Dorothy who was in charge of the matter. Dorothy said that Mr. Hong already knew a little about the suspect in the case. Dorothy told her friend should she ask Mr. Hong, and Michael said no, he is the prime suspect. Dorothy was still wondering why someone would do that. Michelle told Dorothy not to get too involved, or you'd get hurt. In this case, Michelle, Dorothy's female friend, reminded Dorothy not to get involved further because Michelle loves Dorothy. Women are supposed to protect each other, especially when they are friends. But Dorothy, a woman who doesn't want to stop fighting, said it was better to find out more to find out what happened. Dorothy, who was already curious and was the first to discover the leak of the phenol waste, couldn't stop there because it had gone too far. She intends to continue investigating the case even though her friends forbid her. Dorothy had enormous courage. She, who only graduated from high school, was able to find out the evidence.

### Scene 6



Figure 8. Sign 6

Time: 0.32.15 – 0.34.30

Denotation meaning: In the picture above, a woman is standing at a door that hasn't been opened. The woman is talking to someone. She was wearing a blue shirt and a brown blazer. Her hair was left loose. The expression displayed by the woman was worried, sadly waiting for her interlocutor's answer. The setting where the scene above is the Seoul National University in Sillim. She plans to find out about the leakage rate of the phenol waste. Taking pictures in this scene uses a medium shot technique where the image only shows part of the object.

Connotation meaning: In this scene, Dorothy visits Seoul National University in Sillim to find out how big the phenol waste leakage rate is. Dorothy met with the professor and introduced herself. Dorothy said she worked in the department in charge of the case but had not yet received the analysis results. Dorothy asked for a copy of the investigation. The professor asks for Dorothy's business card. The professor sees Dorothy's business card and says your company is working strangely. The professor said that the company had ordered him to destroy the analysis results. The professor said he would check it out. Dorothy was frightened and immediately stood up, took her business card from the professor's hand, and left the room. She was afraid that someone from the company would find out that she was finding out about the matter. In this case, Dorothy is worried because getting caught could put her in danger, which is dangerous for her career and work.

She decided to return to the professor's room and asked how big the leak was. Dorothy said it could save someone's life. Finally, the professor gave Dorothy a copy of the phenol test results. At first, Dorothy, who was afraid, finally decided to keep investigating and find out more. She prefers to save other people's lives even though he knows that doing so could get him fired from the company. Dorothy, a woman who aspires to be a career woman, puts it aside to save the lives of others. She struggles to prove who manipulated it and orders the professor to destroy the analysis results.

## Scene 7



Figure 7. Sign 7

Time: 1.23.15

Denotation meaning: The picture above shows three women sitting in the corridor of a news agency. They worriedly asked whether the evidence they had brought was sufficient to publish the news of the Samjin Company's sewage leak that affected so many people. Dorothy, Michelle, and Silvia sat on the chair with their head down, and one sat on the floor and bowed her head. The shooting technique in this scene was taken using the extreme long shot technique. The image is taken from the front. In this scene, the object is displayed as a whole and shows the atmosphere around it.

Connotation meaning: In the scene above, Dorothy, Silvia, and Michelle are at the news agency. They have obtained evidence that their president manipulated the results of the phenol test. They gave all the evidence of crimes from the leakage of phenol waste to the corruption case carried out by president Samjin to one of the journalists to raise



the topic on one of the news pages. They even discovered a new fact that the president wanted to turn Samjim's company into a global company, and then he would sell the company to a foreign company. The three were very happy because all the evidence was sufficient, and the news was published on the main page. It shows how much their courage to report that case to the media. They are not afraid they will be found out, which can affect their work. They don't think they should be fired if the company finds out about their investigation. They do what they believe is right. They can help people who are affected by the factory waste leak.

### Scene 8



Figure 8. Sign 8

Time: 1.23.50 – 1.24.47

Denotation meaning: The scene above shows Dorothy, Michelle, and Silvia sitting on a chair. Three of them wore red and white uniforms, indicating they were in the office. When the three of them found out the mastermind behind it all, they reported it to the news agency. Even the news is written on the main page. But it quickly reached his boss, so the company thwarted the three themes plans. When Michael asked one of the editors of the news writers they had met the previous day, he said that the company took all the printed newspapers and even copies so that nothing was released to the public. The editor said the world would never change, meaning those in power could do whatever they wanted. The three of them were called and sat in front of their superiors. They will be judged for what they have done. The leader says you guys are very cunning and nosy. They laughed at the three as if mocking what they were doing. Ahh, Gi-chang said that this was not a high school graduate job. They despised the three of them. Ahh, Gi-chang says you can resign. Michelle and Silvia lowered their heads as if they were left to what their boss had said, but Dorothy sat firmly in her chair.

Connotation meaning: The scene above shows Dorothy, Michelle, and Silvia. They were called and sat in front of their superiors. They will be judged for what they have done. The leader says you guys are very cunning and nosy. They laughed at the three as if mocking what they were doing. The boss said that this was not a high school graduate job. They despised the three of them. In this case, their boss, who has an elevated position and authority in the company, oppresses them.

Ahh Gi-chang scolds and forbids Choi Dong-soo from talking to Dorothy. He told Dorothy that he would resign if he were in that position. Ahh Gi-Chang also asks Dorothy to take all her belongings, which means he's telling Dorothy to leave the office as soon as possible. Here Dorothy decides to keep working at the company even though she has been under pressure from her boss and coworkers. She persisted because she felt had done the right thing.

## Scene 9



Figure 9. Sign 9

Time: 1.30.40 – 1. 31.37

Denotation meaning: The picture above shows a woman wearing a brown dress. She was carrying a box containing files and bread. The expression on the woman's face was a happy expression. She was talking to her friend. The background of the place in the scene above is a roadside with a night atmosphere. Pictures in the scene above were taken using a medium close-up technique with the lens focused on the object.

Connotation meaning: In this scene, Dorothy comes home from work and meets her two friends, Silvia and Michelle. Dorothy expressed all her grievances to her two friends. Dorothy thought they gave up quickly and did not help her to continue the work they had started. Dorothy even said that when they got into trouble, she always helped her friends, but when she got into trouble, they weren't there with her or even helped her. Dorothy felt very lonely and disappointed in her two friends, who had just given up. Dorothy said she would not give up. This illustrates that women are figures who do not give up easily.

In this scene, Michelle can yell at Dorothy and say they have to go to English class to sharpen their swords if they still want to fight. Unbeknownst to Dorothy and Silvia, Michelle secretly struggled to prove who was at fault. He keeps all the files he can for evidence of corruption and leakage of Samjin factory waste. Michelle knows that all the files are in English, so they need to hone their English to know the contents of the document. Michelle showed the documents to Dorothy and Silvia; they smiled and were satisfied.

## Scene 10



Figure 10. Sign 10

Time: 1.31.50 – 1.32.20

Denotation meaning: The picture above describes a classroom that contains many women. They're learning. In front of them are not only books but also files. The shooting technique above is a medium shot technique.

Connotation meaning: In the scene above tell that they employees study while working because the TOEIC exam will be conducted shortly. In this case, female employees who only graduated from high school struggled and tried to get an education, so they took English lessons. They keep studying until they pass the Toeic exam and get a score of 600. If they pass the test, they will be promoted to a higher position, automatically increasing their salary. As women, they are supposed to help each other, and it can be

seen in the scene above where their co-workers offer to help translate files for evidence of crimes committed by their boss and Billy Park.

### Scene 11



Figure 11. Sign 11

Time: 1.45.01

Denotation meaning: The scene above shows a bulletin board for the results of the Toeick Test carried out by female employees who graduated from the Samjin company high school. The board contains the names of employees who have successfully passed the exam and received promotions in the company.

Connotation meaning: The picture above shows a bulletin board where Dorothy, Michelle, and Silvia passed the TOEIC test. They are promoted to higher positions. All their efforts and hard work were not in vain. Their struggle to take English lessons bears fruit. Their names are on the Assistant manager promotion list.

### Scene 12



Figure 12. Sign 12

Time: 1.39.04 – 1.43.35

Denotation meaning: In the picture, Dorothy is seen standing in front of the president of the company she works for, Billy Park. Dorothy was wearing a red and white uniform and was standing tall in front of Billy Park. Meanwhile, Billy Park was seen wearing a black suit with a white shirt and was looking angry at Dorothy. They both seem to be arguing about something in a room. They are witnessed by other employees. The two stood in front of a large glass window half covered by white curtains. The view from the window is also visible. The shooting technique above is a medium shot technique, where the object in the image is entirely displayed.

Connotation meaning: In this scene, Dorothy's courage can be seen in speaking directly to the President of Samjin Company. Dorothy is an employee who does not have a high position. She was just a low-class employee. But Dorothy boldly voiced her opinion and even told the president loudly that Billy could not sell Samjin's company to a foreign company. If the company is a destination, then all the employees there will lose their jobs. Billy Park sells the company not for the benefit of many people but his interests.

Dorothy, an employee who has worked for eight years at the company, does not want to lose her job. She still wants to work and earn and wants her friends to keep working. She had spent most of his time at the company. She wants what she does to be

meaningful not only for himself but also for others. She wants to help other people, so that's where Dorothy's courage comes to reveal all the crimes committed by Billy Park. Even when Billy belittled Dorothy and her friends and said it was impossible. Dorothy replied calmly, "Nothing is impossible" Dorothy smiled and looked at her friends. And say they're all right. The courage and struggle of Dorothy and her friends to investigate the case of factory waste leakage and the corruption case committed by Billy Park were not in vain. Billy Park and his henchmen are then imprisoned.

### Scene 13



Figure 13. Sign 13

Time: 01.43.40 – 01.46.25

Denotation meaning: The picture above describes ten female employees who only graduated from high school walking hand in hand. They walked briskly. You can see from their facial expressions that they are delighted. They wear formal clothes for the office and don't wear red and white uniforms anymore.

Connotation meaning: The scene above explains that Dorothy, Michelle, Silvia, and their friends collected data and evidence about the leakage of phenol waste and the corruption case committed by the president of the Samjin Company. Dorothy and her friends reported to the police so that all the criminals who participated in the corruption case were eventually arrested and imprisoned. Their attempt to get all the signatures of residents to stop their president from selling the company to foreign companies. All their efforts, struggles, and courage were not in vain. They are just high school graduate employees who don't have high positions, but they can solve a big case.

They have an act of very high courage where they are not afraid if one day they are fired for investigating a case that their boss deliberately covers up. They are also trying to gather evidence so that the Samjin Company is not sold by their president to foreign companies. They managed to gather evidence so that the president was imprisoned. This illustrates that women who are labeled as oppressed are able to resist the capitalist system. Their efforts and all their struggles were successful. In this scene, the three of them have a position as assistant managers at Samjin Company. Their efforts to quell crime, gain high positions, and earn decent salaries have finally been achieved. Their dream of becoming a career women has finally come true.

## Conclusion

Based on the present writer's research, several significant findings were found from the Film Samjin Company English Class. The present writer found the representation of feminism in the Samjin Company English class film. The representation of feminism is founded on women's strength, courage, and struggle in achieving their dreams. Women and men have the same opportunities in many roles, especially in work and education, to achieve their goals.

In the Samjin Company film, there are signs and meanings of feminism. The present writer determines the sign and meaning of feminism using semiotic analysis from Roland Barthes. There are 13 scenes in the film that represent feminism. The present writer focuses more on the struggles and efforts of women to get their rights and also their efforts to achieve their dreams. For further researchers interested in conducting research with the same material, this film can still be developed using different approaches or topics such as discrimination against women in the workplace and gender inequality.

## Acknowledgement

I humbly thank and forever grateful to our Almighty God for His providence during the creation of this work. I would also like to extend my infinite gratitude to the people who have been there with me throughout the last few months Mike Wijaya Saragih, as the second author who has advised, inspired, supported, and motivated me to finish this article journal. We thank *Universitas Kristen Indonesia*, faculty Literature and language for supporting us. We thank the *Jurnal Onama: Pendidikan, Bahasa dan Sastra* which gave us the opportunity to join them in an international seminar.

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