

ABSTRACT

Until now, people's thought about women is still closely related to the term "kitchen, well, and mattress". In fact, many women in millennial era have become a career woman because of economic factors and willing to leave their responsibilities in taking care of their household. But for most people still believe that the nature of women is to become a housewife who takes care of her husband, household and her children also can be called as a domestic role. Based on phenomena that occur right now, it is not uncommon for domestic violence and child abuse to be caused by domestic roles and public roles that are not well lived. Researchers are interested in how the domestic role of women is represented in the "Bao" Animated Short Film. With the current phenomenon, researchers feel the audience needs to apply the values of gender equality in real life. This study uses a qualitative approach using semiotic analysis to analyze the objects under study. Data analysis technique is based on John Fiske's theory of "The Codes of Television". From the results of this study it can be concluded that the researcher analyzed that there was an ideology behind this animated short film. In "Bao" Animated Short Film, feminism is seen trying to be represented by Domee Shi as the first female director of short animated films at Pixar and Disney Studios. Feminism is a social movement that aims to fight for gender equality, break patriarchy and eliminate oppression of women.

Keyword: *Feminism, Representation, Domestic Role, John Fiske's Semiotics*