

ABSTRACT

The actor in the Spanish film series "Money Heist" always wears a Salvador Dali-face mask while acting in the Royal Mint of Spain, this attracts attention because of the selection of masks used. This research was conducted to determine the representation of Dali's mask in the Spanish film series Money Heist by examining the meaning of Denotation, Connotation, and Myth using Roland Barthes' semiotic analysis theory. The purpose of this study is to analyze and find out how the form of representation of the Dali mask in the Money Heist series who used by actors. The method in this research is qualitative method and uses constructivism paradigm. The unit of analysis is taken by watching the entire series of films on the Netflix streaming platform, then identifying the scene that can be researched and taken using a screenshot technique. As a result of the research, the researcher found nine scenes and backgrounds which showed the representation of Dali's mask as a form of rebellion. From the results, the researchers found that the form of rebellion in Denotative meaning, is represented by raising a gun, holding a weapon, taking the police hostage. In Connotation meaning is represented through the scene when the actor behaves furiously, seriously, cruelly and evilly. The meaning of Myth is represented when the actor acts mysterious, passionate, strong, scary, powerful, great and doesn't want to lose.

Key words: *representation, roland barthes, semiotics, dali's mask, money heist*