

## **ABSTRACT**

*The phenomenon of leadership, especially in companies in Indonesia, is something interesting to study, for example the crisis of leadership in companies. The theme of leadership is told in many Indonesian films, one of which is a film entitled Laundry Show, which tells about the management of laundry services, in the film there is a prominent leadership style theme shown by the main character Uki as the owner of the Halilintar Laundry company. The aim of this research is to find out the meaning of leadership style in the Laundry Show movie by using Roland Barthes' Semiotics analysis. In the concept of Roland Barthes, the level of meaning is divided into three, namely denotation, connotation and myth. This research is qualitative research with a constructivism paradigm that uses semiotic analysis methods. The results of the research show that in the film there are denotation, connotation and myth meanings. The meaning of the denotation is the story of the journey of the character Uki as a young person who leaves a company, wants to change his destiny to become an entrepreneur, finally Uki is able to establish his business venture. The connotative meaning is the struggle of the character Uki in establishing a company and overcoming various problems that arise in the company. The meaning of the myth is that the character Uki has a leadership style: service, participatory, authoritarian, transformational, situational, democratic, thanks to Uki's good leadership style in managing the company, all problems that arise can be overcome, finally the company can run well and be successful*

*Keywords: Leadership, Film, Semiotics, Ronald Barthes*