

ABSTRACT

*Her movie is a movie that have many international awards, one of them is Best Screenplay at the Golden Globes. Her movie has succesfully delivered message about today's culture where people have begun to widen the full socialization of direct interaction because they are more familiar with the technology which is they already have, even though that technology tools can not replace the human role. Therefore, the researchers interested in analyzing Her movie, so this research entitled "**Representation of Modern Society In Her Movie**". The focus of this research is how the representation of modern society in Her movie.*

This research used qualitative method with semiotic analysis. Signs that represents modern society in Her movie becomes the object of this research, would be analyzed by theory of semiotics John Fiske with the Codes of Television. Data collection techniques in this research is the analysis of signs and literature.

The results from this research is the ideology of individualism in modern society is represented through the environment, behavior, camera, conflict, character, and dialogue. So although Her Movie was wrapped with an unusual love story drama and fictional elements of the relationship between humans and technology, there is ideology of individualism in modern society which is more concerned in their personal freedom and their full distance direct socialization with others.

Keywords : modern society, semiotic, john fiske, Her movie.