

Abstract

Somehow in life, many people didn't realize that they have verbally bullied others. Most of verbal bullying that people did are mocking, reproach, and ridicule someone's physical or as known as body shaming. Based on the explanation, the researcher is interested to analyze body shaming behavior directed to Rara in the Imperfect movie. In the current phenomenon, researcher think that the people need to pay attention to their behavior who unconsciously do the body shaming. This research use a qualitative method using semiotic analysis to analyze the object under research. By using John Fiske's semiotic analysis, researcher can analyze the object under research using three levels of television from John Fiske, those are level of reality, level of representation, and level of ideology. From the results of this study, it can be said that the Imperfect movie shows act of body shaming behavior towards the character, Rara, which encoded in level of reality (display code, behavior code, gesture code, and expression code), level of representation (camera code, lighting code, music code, characters code, dialogue code), and level of ideology (bullying).

Keyword: *Body Shaming, Representation, John Fiske's Semiotics*