

ABSTRACT

This study analyzes the Barbie film as a representation of Mattel, Inc.'s brand campaign efforts using Roland Barthes' semiotics. The research aims to uncover how the Barbie film is utilized as a branding medium by Mattel, Inc. Employing a descriptive qualitative method, this study seeks to describe how the visual and narrative elements laden with meaning in the Barbie film represent the values of Mattel, Inc. Roland Barthes' semiotics theory is applied to explore the layers of meaning in the film at the levels of denotation, connotation, and myth. The findings of the study reveal, at the level of denotation, that the Barbie film visually portrays the image Mattel, Inc. aims to project to the public. At the level of connotation, the film illustrates Mattel, Inc. as a strong and innovative corporate entity that emphasizes the importance of integrating positive values to safeguard its assets and conduct business effectively. At the level of myth, the film demonstrates Mattel, Inc.'s strategic efforts to strengthen and maintain brand awareness and corporate image as a leader in the industry, showcasing integrity and a commitment to producing toys that are the best choice for its consumers.

Keywords: *Brand Campaign, Barbie Movie, Roland Barthes' Semiotics*