

ABSTRAK

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**PRAKTIK DISKRIMINASI DALAM WEBTOON “LOOKISM” KARYA
PARK TAEJOON (ANALISIS NARATIF DALAM WEBTOON “LOOKISM”
EPISODE 28-33)**

Tahun Skripsi : 2019 + 100 Halaman + 18 Gambar + 4 Tabel + 8 Bagan

Daftar Kepustakaan : 32 Buku + 11 Jurnal + 10 Sumber *Online*

Keberadaan *webtoon* sebagai media baru dalam industri kreatif digital asal Korea Selatan mendorong banyaknya publikasi komik digital Korea di berbagai negara termasuk Indonesia. Salah satu komik *online* legendaris terpopuler asal Korea Selatan ialah Webtoon “*Lookism*” karya Park Taejoon yang bergenre drama *il-sangtoon* dengan memuat nilai moral dari konflik kekerasan dan perundungan anak SMA. Dengan mengaplikasikan metode analisis naratif kualitatif terhadap teks berupa Webtoon “*Lookism*” episode 28-33, penelitian ini bertujuan untuk mengetahui bagaimana konstruksi praktik diskriminasi dalam narasi *webtoon* yang berlatar belakang kehidupan sosial Korea. Melalui tahapan analisis naratif di antaranya analisis terhadap struktur dan unsur narasi, model aktan dan oposisi segi empat Algirdas Greimas, Peneliti menemukan terdapat isu *lookism* akibat adanya pemikiran deskriminatif terhadap penampilan fisik individu di lingkungan sosial, serta deskripsi narasi prasangka terhadap perempuan, kecacatan fisik, maupun status sosial. Adapun dalam penelitian ini terdapat klasifikasi tokoh superior yang berprasangka atau melakukan praktik diskriminasi dikonstruksikan memiliki kecenderungan berperilaku berdasarkan nilai subjektivitas terhadap tokoh inferior yang dikonstruksikan berperan dengan nilai objektivitas dalam *chapter* ‘Paprika TV’.

Kata Kunci: Praktik Diskriminasi, Narasi, Webtoon “*Lookism*” Episode 28-33

ABSTRACT

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***THE PRACTICE OF DISCRIMINATION IN WEBTOON “LOOKISM”
CREATED BY PARK TAEJOON (NARRATIVE ANALYSIS OF WEBTOON
“LOOKISM” EPISODE 28-33)***

Year of Thesis: 2019 + 100 Pages + 18 Pictures + 4 Tables + 8 Schemes

References : 32 Books + 11 Journals + 10 Online Sources

The existence of webtoon as a new media in digital creative industry from South Korea has increase the number of Korean digital comic's publication in many countries including Indonesia. One of the legendary and the most popular Korean online comic is Webtoon “Lookism” created by Park Taejoon which well known as an il-sang-toon drama webtoon that consist of moral values from violence and bullying issue of Senior High School students. By applying the methods of narrative qualitative analysis in the text of Webtoon “Lookism” episodes 28-33, this research purposed to find how the narration of morality is constructed in webtoon of Korean social community background. By the steps of narrative analysis such as analysis of structure and elements of narration, actant model and semiotic square of Algirdas Greimas, the researcher found the issue of lookism as the impact of discriminative thinking of individual physical appearance in social environment, also the description of prejudice narration of women, physical disability, and social status. This research also concludes the classification of superior characters that doing prejudiced or discriminatory practices is constructed to have a tendency to behave based on the value of subjectivity on inferior figures constructed according to the value of objectivity in the chapter of ‘Paprika TV’.

***Keywords: Practice of Discrimination, Narration, Webtoon “Lookism” Episode
28-33***