

ABSTRAK

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Judul Skripsi :Representasi Kecantikan Terhadap Perempuan dalam Drama Korea
My ID is Gangnam Beauty

Tahun Skripsi : 2019

Daftar Pustaka :43 Buku + 26 Jurnal + 1 Prosiding + 14 Web atau Internet

Penelitian ini menggunkakan bagaimana kecantikan direpresentasikan melalui drama Korea Selatan, *My ID Is Gangnam Beauty*. Drama ini dirilis pada Juni 2018. Penelitian dilakukan dengan metode analisis semiotika menggunakan perangkat-perangkat kode televisual milik John Fiske. Analisis dilakukan dengan melihat *scene-scene* yang terdapat dalam drama menggunakan tiga level yakni level realitas, level representasi dan level ideologi. Dalam penelitian ini terdapat tiga kategori yang menjadi temuan peneliti, *Perbuatan Bully dan Diskriminasi, Krisis Kepercayaan Diri* serta *Objek Seksualitas Laki-laki*. Hasil penelitian terhadap drama *My ID is Gangnam Beauty* keberadaan standar kecantikan memberikan kesulitan bagi kaum perempuan.

Kata Kunci : Standar Kecantikan, Perempuan, Drama Korea, *My ID is Gangnam Beauty*, Semiotika, John Fiske, Kode Televisual

ABSTRACT

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Title of Thesis : **Representation of Beauty in Korean Drama**
My ID is Gangnam Beauty

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This research reveals how beauty are represented in South Korean drama, *My ID Is Gangnam Beauty*. This drama was aired on June 2018. The study was conducted using a semiotic analysis method by John Fiske, televisual code devices. The analysis is done by looking at the scenes contained in the drama using three levels, level of reality, level of representation and level of ideology. In this study three categories are the findings of researchers *Bully and Discrimination Actions*, Confidence Crisis and Male Sexual Objects. The results of research on the drama *My ID is Gangnam Beauty* the existence of beauty standards provides a difficulty for women.

Key Words : *Beauty Standard, Women, Korean Drama, My ID is Gangnam Beauty, Semiotics, John Fiske, The Codes of Television*