



ABSTRAK

REPRESENTASI BULLYING DALAM SERIAL DRAMA KOREA PYRAMID GAME (Analisis Semiotika Roland Barthes)

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Fenomena *bullying* masih marak terjadi di lingkungan masyarakat khususnya di kalangan pelajar. Serial drama Korea *Pyramid Game* menjadi salah satu drama korea yang mengangkat isu *bullying* di kalangan pelajar. Fenomena *bullying* pada drama korea tersebut terjadi karena adanya sebuah permainan kelas sosial yang dikenal sebagai *pyramid game*. Konsekuensi dari permainan ini adalah bagi siswi yang mendapat peringkat terendah maka akan menjadi target *bullying* teman-teman sekelasnya. Penelitian ini bertujuan untuk mengetahui representasi *bullying* dalam serial drama Korea *Pyramid Game*. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif yang dianalisis menggunakan model analisis semiotika Roland Barthes berdasarkan makna tanda denotasi, konotasi, dan mitos. Hasil dari penelitian ini adalah representasi *bullying* pada serial drama Korea *Pyramid Game* ini yang dilihat dari makna denotasi, konotasi dan mitos, terdapat beberapa indikator *bullying* yaitu *bullying* fisik seperti memukul, menendang, mencekik, membanting, melempari korban menggunakan bola voli, dan membakar tangan korban menggunakan korek api, kemudian *bullying* verbal seperti mengejek dan mengancam, kemudian *bullying* relasional seperti merendahkan korban, mengucilkan dan bersikap sinis, dan yang terakhir *cyberbullying* seperti merekam video dan mengejek melalui pesan grub. Perilaku *bullying* ini disebabkan karena faktor keluarga yang kurang harmonis, lingkungan sekolah yang kurang baik, serta adanya perbedaan kelas sosial antar pelajar.

Kata Kunci: Representasi, Semiotika, Roland Barthes, Bullying, Serial Drama Korea

ABSTRACT

BULLYING REPRESENTATION IN KOREAN DRAMA SERIES PYRAMID GAME (Roland Barthes Semiotics Analysis)

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The phenomenon of bullying is still rampant in society, especially among students. The Korean drama series Pyramid Game is one of the Korean dramas that raises the issue of bullying among students. The phenomenon of bullying in the Korean drama occurs because of a social class game known as the pyramid game. The consequence of this game is that students who get the lowest ranking will become the target of bullying by their classmates. This study aims to determine the representation of bullying in the Korean drama series Pyramid Game. This study uses a qualitative method with a descriptive approach that is analyzed using the Roland Barthes semiotic analysis model based on the meaning of denotation, connotation, and myth. The results of this study are the representation of bullying in the Korean drama series Pyramid Game which is seen from the meaning of denotation, connotation and myth, there are several indicators of bullying, namely physical bullying such as hitting, kicking, strangling, slamming, throwing victims with volleyballs, and burning the victim's hands with matches, then verbal bullying such as mocking and threatening, then relational bullying such as belittling victims, isolating and being cynical, and finally cyberbullying such as recording videos and mocking through group messages. This bullying behavior is caused by factors such as a less harmonious family, a poor school environment, and differences in social class between students.

Keywords: *Representation, Semiotics, Roland Barthes, Bullying, Korean Drama Series*