



ABSTRAK

REPRESENTASI KARAKTER ALPHA FEMALE DALAM DRAMA KOREA QUEENMAKER

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Drama Korea atau yang di kenal (Drakor) telah menjadi fenomena global yang meraih popularitas luas di seluruh dunia, diakui tidak hanya sebagai hiburan tetapi juga sebagai refleksi kompleks dinamika sosial. Karakter Alpha Female dalam Drakor menandakan dukungan terhadap kesetaraan gender dan perubahan pandangan masyarakat tentang peran perempuan dalam berbagai aspek kehidupan. Penelitian ini bertujuan memahami representasi karakter Alpha Female dalam drama Korea Queenmaker untuk mendapatkan wawasan baru tentang persepsi masyarakat terhadap perempuan di luar lingkup domestik. Dengan pendekatan kualitatif dan analisis semiotika Charles Sanders Peirce, penelitian ini menemukan bahwa karakter Alpha Female menunjukkan kepemimpinan, kepercayaan diri, dan kekuatan dalam menghadapi tantangan. Dalam perspektif Peirce, karakter ini menjadi simbol penting yang memperkuat peran perempuan dalam melawan ketidakadilan dan memperjuangkan nilai moral. Hasil penelitian menegaskan bahwa Drakor bukan hanya hiburan, tetapi juga cerminan realitas sosial yang mempengaruhi persepsi kesetaraan gender, memperluas pemahaman tentang peran perempuan dalam budaya populer dan pentingnya kesetaraan gender dalam masyarakat.

Kata Kunci: Alpha Female, Kesetaraan Gender, Drama Korea

ABSTRACT

THE REPRESENTATION OF ALPHA FEMALE CHARACTERS IN THE KOREAN DRAMA QUEENMAKER

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Korean dramas or commonly known as (Drakor) have become a global phenomenon that has gained widespread popularity throughout the world, recognized not only as entertainment but also as a complex reflection of social dynamics. The Alpha Female character in Drakor signifies support for gender equality and changes in society's views on the role of women in various aspects of life. This study aims to understand the representation of the Alpha Female character in the Korean drama Queenmaker to gain new insights into society's perception of women outside the domestic sphere. With a qualitative approach and Charles Sanders Peirce's semiotic analysis, this study found that the Alpha Female character shows leadership, confidence, and strength in facing challenges. In Peirce's perspective, this character is an important symbol that strengthens the role of women in fighting injustice and fighting for moral values. The results of the study confirm that Drakor is not only entertainment, but also a reflection of social reality that influences the perception of gender equality, broadening the understanding of the role of women in popular culture and the importance of gender equality in society.

Keywords: *Alpha Female, Gender Equality, Korean Drama*