



ABSTRAK

REPRESENTASI STEREOTYPE PEREMPUAN PADA DRAMA KOREA “*MY LIBERATION NOTE*” (ANALISIS SEMIOTIKA MENURUT ROLAND BARTHES)

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Penelitian ini dilakukan dengan tujuan untuk mengetahui *stereotype* perempuan dalam drama Korea *My Liberation Note*. Penelitian ini menggunakan analisis semiotika dari Roland Barthes menekankan mengenai relasi antara ekspresi dengan isi yang akan membentuk tanda (*sign*) yang terdapat tiga unsur yaitu, denotasi, konotasi, mitos serta menggunakan metode penelitian kualitatif. Teknik pengumpulan data menggunakan observasi dan dokumentasi. Teknik analisis data menggunakan teori representasi Stuart Hall dan teori Roland Barthes. Berdasarkan hasil penelitian menganalisis drama korea *My Liberation Note* menunjukkan bahwa terdapat *stereotype* perempuan negatif dan positif. Pertama, *stereotype* negatif perempuan meliputi, perempuan sebagai pilar rumah tangga (budaya patriarki), ketidakadilan gender pada perempuan, perempuan dianggap tidak berdaya. Kedua, *stereotype* positif perempuan meliputi, perempuan pekerja keras dan mandiri, perempuan sebagai pemimpin.

Kata Kunci: Ilmu Komunikasi, Stereotype, My Liberation Note

ABSTRACT

STEREOTYPE OF WOMEN REPRESENTATION IN THE KOREAN DRAMA “MY LIBERATION NOTE” (SEMIOTIC ANALYSIS ACCORDING TO ROLAND BARTHES)

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This research was conducted to discover female stereotypes in the Korean drama My Liberation Note. This research uses semiotic analysis from Roland Barthes, emphasizing the relationship between expression and content, which will form a sign (sign) with three elements: denotation, connotation, and myth, and uses qualitative research methods. Data collection techniques use observation and documentation. The data analysis technique uses Stuart Hall's representation theory and Roland Barthes' theory. Based on the results of research analyzing the Korean drama My Liberation Note, it show that there are negative and positive female stereotypes. First, negative stereotypes of women include women as pillars of the household (patriarchal culture), gender injustice to women, and women being considered helpless. Second, positive stereotypes of women include hard-working and independent women as leaders.

Keywords: *Communication Science, Stereotypes, My Liberation Note*