

ABSTRAK

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Representasi Femme Fatale Pada Tokoh Nanno dalam Serial Girl From Nowhere Episode The Ugly Truth

Karakter *femme fatale* seringkali dihadirkan di dalam media seperti film ataupun serial televisi. Melalui karakter ini, perempuan direpresentasikan sebagai sosok yang Tangguh dan dapat setara dengan laki-laki. Fokus dalam penelitian ini yaitu penggambaran *femme fatale* dalam serial televisi Thailand yaitu ‘*Girl From Nowhere*’ (2018) pada episode pertamanya berjudul ‘*The Ugly Truth*’. Dengan menggunakan metode analisis semiotika John Fiske, data-data dari serial tersebut akan dianalisis menggunakan ‘Kode-Kode Tlevisi’ yang terdiri dari level realitas, level representasi, dan level ideologi. Penelitian ini menggunakan pendekatan deskriptif kualitatif.

Hasil penelitian menunjukkan bahwa karakter *femme fatale* yang digambarkan memiliki kesamaan dengan penelitian terdahulu, yaitu memiliki penampilan yang menarik, bersifat manipulatif, dan dapat berkhianat kepada targetnya.

Kata Kunci: Representasi, *Femme Fatale*, Semiotika, Serial Televisi, *Girl From Nowhere*, Nanno

ABSTRACT

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Representation of the Femme Fatale of Nanno in the Serial Girl From Nowhere Episode The Ugly Truth

The characters of *femme fatale* are often presented in media such as films or television series. Through this character, women are represented as tough and can be equal to men. The focus of this research is the depiction of the *femme fatale* in the Thai television series 'Girl From Nowhere' (2018) in its first episode entitled 'The Ugly Truth'. By using John Fiske's semiotic analysis method, the data from the series will be analyzed using 'Television Codes' consisting of the level of reality, level of representation, and level of ideology. This study uses a qualitative descriptive approach.

The results showed that the *femme fatale* described has similarities with previous studies, namely having an attractive appearance, being manipulative, and being able to betray the target.

Keyword : *Representation, Femme Fatale, Semiotics, Television Series, Girl From Nowhere, Nanno*