

RINGKASAN

Perisakan merupakan salah satu bentuk perilaku menyimpang. Ini menjadi masalah sosial yang belum memiliki solusi. Penelitian ini mengkaji bentuk-bentuk perisakan dalam tiap episode drama *The Penthouse: War In Life*. Penelitian ini bertujuan menggambarkan perilaku perisakan dalam drama *The Penthouse: War In Life*. Perisakan dalam drama *The Penthouse: War In Life* (2020) mempresentasikan realitas. Representasi dalam film dapat mengungkapkan informasi atau pesan tertentu pada publik.

Penelitian ini menggunakan metode kuantitatif analisis “isi”. Subjek penelitian ini adalah bentuk tindakan perisakan yang muncul dalam adegan drama *The Penthouse: War in Life*. Bahan penelitian ini yaitu seluruh episode dalam drama *The Penthouse: War In Life* musim satu yang berjumlah 21 episode.

Hasil penelitian ini menunjukkan bahwa dalam drama *The Penthouse: War In Life* terdapat banyak adegan perisakan. Secara kuantitatif didapat bahwa terdapat perisakan verbal sebanyak 187 adegan, perisakan fisik sebanyak 119 adegan, perisakan relasional sebanyak 105 adegan dan perisakan dunia maya sebanyak 29 adegan. Adegan perisakan dalam drama *The Penthouse: War in Life* merupakan representasi di dunia nyata di Korea Selatan. Hal itu menunjukkan bahwa perisakan merupakan fenomena yang langgeng. Hal itu dapat disebabkan oleh kondisi masyarakat yang hierarkis, tekanan akademis yang dihadapi siswa, kompetisi sosial.

Melalui penelitian ini diharapkan penonton mencegah dan turut serta dalam mengatasi masalah perisakan dengan mengadakan kegiatan-kegiatan *preventif*. Diharapkan penelitian ini mendorong penelitian lebih lanjut tentang fenomena perisakan.

Kata kunci: perisakan, drama *The Penthouse: War in Life*, analisis isi

SUMMARY

Bullying is one form of deviant behavior. This is a social problem that does not have a solution yet. This research examines the forms of bullying in each episode of the drama *The Penthouse: War In Life*. This study aims to describe bullying behavior in the drama *The Penthouse: War In Life* (2020). Bullying in the drama *The Penthouse: War In Life* presents reality. Representation in films can convey specific information or messages to the public.

This research uses the quantitative method of content analysis. The subjects of this study are forms of bullying that appear in scenes of the drama *The Penthouse: War in Life*. The research material consists of all episodes in season one of the drama *The Penthouse: War In Life*, totaling 21 episodes.

The results of this study show that there are many bullying scenes in the drama *The Penthouse: War In Life*. Quantitatively, it was found that there were 187 instances of verbal bullying, 119 instances of physical bullying, 105 instances of relational bullying, and 29 instances of cyberbullying. Bullying scenes in the drama *The Penthouse: War in Life* represent the reality in South Korea. This indicates that bullying is a persistent phenomenon. This could be due to the hierarchical nature of society, academic pressure faced by students, and social competition.

Through this research, it is hoped that viewers will prevent and participate in addressing the issue of bullying by organizing preventive activities. It is hoped that this research will encourage further research on the phenomenon of bullying.

Keywords: bullying, drama *The Penthouse: War in Life*, content analysis.