

ABSTRAKSI

Kepopuleran serial drama Korea telah meluas ke negara-negara di Asia lainnya, sehingga membuatnya menjadi alat promosi nilai, gambaran dan selera masyarakat Korea kepada penonton Internasionalnya. Serial drama Korea mampu merepresentasikan kehidupan sosial masyarakat Korea.

Tujuan penelitian ini di antaranya untuk mengetahui alur cerita drama SKY Castle, mengetahui representasi konflik kelas sosial yang ditampilkan dalam serial drama Korea Sky Castle dan mendeskripsikan makna denotasi, konotasi dan mitos model semiotika Roland Barthes dalam serial drama Korea Sky Castle.

Penelitian ini menggunakan metode kualitatif dengan paradigma konstruktivistik serta melalui analisis semiotika untuk mengetahui konflik kelas sebagai representasi realitas kehidupan sosial budaya masyarakat Korea Selatan.

Sasaran dari penelitian ini adalah serial drama Korea "SKY Castle" dengan objek penelitian yaitu representasi konflik kelas sosial. Adapun hasil penelitian ini menemukan dua kelompok kelas sosial, yaitu kelas atas dan kelas bawah yang memiliki nilai, budaya dan keyakinan berbeda sehingga mendorong munculnya konflik vertikal yang terbagi menjadi dua bentuk konflik, yakni konflik di lingkungan sekolah dan konflik di lingkungan rumah.

Kata kunci : Konflik kelas, analisis semiotika, serial drama Korea, representasi.

ABSTRACT

The popularity of Korean drama series has spread to other Asian countries, making it a means of promoting the value, image and taste of Korean society to its international audience. One Korean drama series that is able to represent the social life of the Korean people is "SKY Castle".

The objectives of this research include knowing the drama storyline of SKY Castle, knowing the representation of social class conflict that is shown in the Korean drama series Sky Castle and describing the meaning of denotation, connotation and myths of Roland Barthes' semiotic model in the Korean drama series "SKY Castle".

This research is using qualitative method with a constructivist paradigm and through semiotic analysis to determine class conflict as a representation of the social and cultural realities of South Korean society.

The target of this research is the Korean drama series "SKY Castle" with the research object, namely the representation of social class conflict. The results of this research found two groups of social classes, that is the upper class and the lower class who have different values, cultures and beliefs so as to encourage the emergence of vertical conflict which is divided into two forms of conflict, namely conflict in the school environment and conflict in the home environment.

Keywords: Social conflict, semiotics, Korean Drama, representation.