

## ABSTRAK

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Judul Laporan Skripsi : Representasi Kasus *Bullying* Dalam Drama Korea  
*The Glory Season 1*  
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Maraknya penyebaran korean wave diberbagai dunia salah satunya adalah k-drama atau biasa disebut dengan drama korea, berkembang pesat dan banyak disukai oleh remaja di indonesia. Penelitian ini meneliti salah satu k-drama berjudul “*the glory*”, dengan kisah seorang wanita biasa yang mengalami *bullying* pada masa SMA dan mencoba untuk membalas dendam ketika ia sudah tumbuh dewasa. adapun tujuan dari penelitian ini adalah mendeksripsikan representasi kasus *bullying* yang terdapat pada k-drama *The glory season 1*.

Penelitian ini menggunakan paradigma konstruktivitis, dengan pendekatan kualitatif dan metode analisis semiotika peirce yang terdiri dari tiga aspek penting atau *triangle meaning*. adapun unit analisisnya terdapat 20 scene yang merepresentasikan tanda *bullying*, meliputi *bullying* verbal dan *non-verbal* kemudian dipecah menggunakan tiga aspek dari elemen Sinematografi meliputi; Artistik, Sinematik dan Naratif.

Hasil penelitian membagi scene adegan *bullying* menjadi tiga kategori yakni Artistik, Sinematik, dan Naratif. Pada unsur artistik *bullying* direpresentasikan melalui elemen properti, kostum, warna (*colour grading*), *make up effect*. Unsur Sinematik direpresentasikan menggunakan *angle high* dan *low*. Unsur naratif direpresentasikan melalui dialog dan ekspresi wajah.

Kata kunci: k-drama, *bullying*, semiotika, sinematik, artistik, naratif.

## ABSTRACT

Name : Esti Triani  
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Title Internship Report : *Representation of Bullying Cases In Korean Drama The Glory Season 1*  
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*The rise of the spread of the Korean wave in various parts of the world, one of which is k-drama or commonly called Korean drama, is growing rapidly and is much liked by teenagers in Indonesia. This research examines a k-drama entitled "the glory", with the story of an ordinary woman who was bullied in high school and tries to take revenge when she grows up. The purpose of this study is to describe the representation of bullying cases found in the K-drama The Glory season 1.*

*This study uses a constructivist paradigm, with a qualitative approach and Peirce's semiotic analysis method which consists of three important aspects or triangle meaning. As for the unit of analysis, there are 20 scenes that represent signs of bullying, including verbal and non-verbal bullying, then broken down using three aspects of cinematographic elements including; Artistic, Cinematic and Narrative.*

*The results of the study divided the bullying scenes into three categories namely Artistic, Cinematic, and Narrative. The artistic elements of bullying are represented through elements of properties, costumes, colors (colour grading), make-up effects. Cinematic elements are represented using high and low angles. Narrative elements are represented through dialogue and facial expressions.*

*Keywords: k-drama, bullying, semiotics, cinematic, artistic, narrative.*