

ABSTRAK

Perkembangan industri hiburan di Korea saat ini terus tersebar ke seluruh dunia, salah satunya melalui media drama atau series. *True Beauty* salah satu drama Korea yang diadaptasi dari serial Webtoon ini sedang populer di kalangan pencinta drama korea, yang menyoroti tentang realitas sosial *body shaming*. *Body shaming* merupakan perkataan diri sendiri atau orang lain yang mengkritik aspek tubuh yang menurutnya tidak ideal. Penelitian ini bertujuan untuk menganalisa bingkai *body shaming* yang terdapat pada series drama korea *True Beauty* di Netflix. Berdasarkan hasil penelitian tentang Bingkai Body Shaming Dalam Series Drama Korea “*True Beauty*” (Analisis Framing Gamson dan Modigliani), terdapat frase-frase yang vulgar, kata-kata menyamakan seorang manusia dengan hewan membuat temuan beberapa simpulan pengaruh terhadap diri korban.

Metode yang digunakan dalam penelitian yaitu kajian framing model Gamson dan Modigliani, dengan mengoprasionalkan dua perangkat yakni perangkat *framing (framing device)* yang mencakup *metaphora, catchphrases, exemplar, depiction, dan visual image*; serta perangkat penalaran (*reasoning device*) yang mencakup *roots, appeals to principle, dan consequences*. Hasil analisis menunjukkan bahwa dalam bingkai yang dikaji pada series drama Korea *True Beauty*, banyak ditemukan sikap atau perilaku negatif berupa tindakan *body shaming*, yang menyebabkan kerugian kepada moral korban. Oleh karena itu, penulis menyarankan agar series-series lainnya dapat menyampaikan pesan mengenai *body shaming* sehingga masyarakat dapat lebih *aware* mengenai dampak dari tindakan *body shaming*.



ABSTRACT

The development of the entertainment industry in Korea is currently continuing to spread throughout the world, one of which is through drama or series media. True Beauty, one of the Korean dramas adapted from the Webtoon series, is currently popular among Korean drama lovers, which highlights the social reality of body shaming. Body shaming is words about yourself or someone else criticizing aspects of your body that you think are not ideal. This research aims to analyze the body shaming frame found in the Korean drama series True Beauty on Netflix. Based on the results of research on Body Shaming Frames in the Korean Drama Series "True Beauty" (Framing Analysis of Gamson and Modigliani), there are vulgar phrases, words likening humans to animals, making several conclusions about the influence on the victim.

The method used in the research is the Gamson and Modigliani framing model study, by operationalizing two devices, namely framing devices which include metaphors, catchphrases, exemplars, depictions and visual images; as well as reasoning devices which include roots, appeals to principles, and consequences. The results of the analysis show that in the frame studied in the Korean drama series True Beauty, many negative attitudes or behaviors were found in the form of body shaming, which caused harm to the victim's morale. Therefore, the author suggests that other series can convey messages about body shaming so that people can be more aware of the impact of body shaming.



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