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BIDANG STUDI BROADCASTING**

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Judul Skripsi : EKSPLOITASI DISABILITAS SONY WAKWAW DALAM
SINETRON "EMAK IJAH PENGEN KE MEKAH"

Bibliografi : 66 Halaman 21 Buku + 3 situs internet

ABSTRACT

Serial drama is one of the means of entertainment which attracted many people. Serial drama currently has more storylines similar to everyday life that can be quickly accepted by the audience. The higher interest of the community to watch serial dramas, the more stories appeared on television serial drama us.

This research was conducted to determine the existence of exploitation in one of the serial drama we watch. This study used a qualitative approach with descriptive type. The method used is the analysis of semiotics of Charles Sanders Pierce, by analyzing the sign and meaning in the serial drama studied. Pierce theory is called the Triangle of Meaning, that is a sign, object, and interpretant.

In the result, this study discusses the signs that indicate exploitation in the serial drama "Mak Ijah Pengen ke Mekah" where there are several scenes that display acts of exploitation with clothes, makeup and election of the dialogue between characters. The study concluded that subconsciously serial drama that aired today more priority rating than give moral values in the audience.