

ABSTRACT

Representation of Women's Image on Comedy Drama "Malam Minggu Miko" (Study on Comedy Drama Malam Minggu Miko Season 2 Series On Kompas TV)

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The background of this research is image representation of women in mass media that still cannot be said that is good. The image representation of women in mass media. The film has a greater ability to represent or describe a reality, the film can reconstruct a reality in society. The use of comedy as a medium of presentation makes the image construction of women in comedy drama series Malam Minngu Miko season 2 is easily accepted by the audience. Based on this background, the researchers wanted to know how the image representation of women in comedy drama series Malam Minggu Miko. This study used a qualitative approach with content analysis method. The purpose of this study was to discover the image of representation of women in comedy drama series Malam Minggu Miko season 2.

The results of this study in generally, women are represented as a beautiful woman, fashionable and come from middle to upper social class physically, but psychologically the irregularities in attitude and behavior that used to dominate the opposite sex. So that the negative image of women still attached, and added with the open attitude of the opposite sex that blurs the boundary between ordinary friendship or who have a special relationship, which ultimately makes a negative image of women increasingly inherent in the series.

Keywords: *Women Image, Malam Minggu Miko Season 2, Content Analysis.*