

ABSTRAK

ANALISIS *FRAMING* KOMPETENSI SEORANG REPORTER DAN STEREOTIP TERHADAP PEREMPUAN DI DUNIA KERJA DALAM DRAMA KOREA (Studi Pada Drama Korea *18 Again*)

Oleh

Destiana Suci Ramadani

Masalah mengenai perempuan dan karir banyak diulas dan dibingkai dalam berbagai jenis media, salah satunya drama korea. Drama korea merupakan kesatuan antara drama dan Korea yang mana sebagai media komunikasi, drama korea mengangkat banyak cerita yang berasal dari kisah-kisah nyata dan fenomena sosial ditengah masyarakat. Termasuk drama korea *18 Again* yang mengangkat kisah tentang isu perempuan korea. Tujuan penelitian ini adalah untuk melihat konstruksi pada drama korea *18 Again* tentang kompetensi seorang reporter dan stereotip terhadap perempuan di dunia kerja berdasarkan sumber data dokumentasi yang dalam drama korea *18 Again* kemudian dianalisis dengan menggunakan metode analisis *framing* William A. Gamson dan Andre Modigliani. Penelitian ini menggunakan jenis penelitian kualitatif dengan pendekatan deskriptif. Berdasarkan hasil analisis data yang telah dilakukan, drama korea *18 Again* dapat disimpulkan bahwa melalui sudut pandang perempuan drama ini mengadopsi stereotip ibu bekerja yang dimaknai sebagai pandangan atau pelabelan negatif terhadap perempuan berstatus ibu rumah tangga yang bekerja.

Melalui dua perangkat *framing* William A. Gamson, perangkat *framing devices* dalam drama ini berusaha menampilkan stereotip-stereotip perempuan yang kemudian membentuk adanya stereotip terhadap ibu bekerja berupa beban peran ganda, anggapan perempuan lemah dan domestifikasi perempuan. Kemudian, perangkat *reasoning devices* berupa perangkat penalaran yang menjelaskan bahwa drama korea *18 Again* menampilkan fakta bahwa adanya stereotip gender di dunia kerja disebabkan oleh budaya patriarki yang mengakar dimasyarakat yang menyebabkan banyak perempuan menjadi sulit untuk memperjuangkan haknya sebagai individu.

Kata kunci: Stereotip Perempuan, Reporter, Drama Korea, Analisis *Framing*

ABSTRACT

ANALYSIS OF *THE FRAMING* OF A REPORTER'S COMPETENCE AND STEREOTYPES TOWARDS WOMEN IN THE WORLD OF WORK IN KOREAN DRAMAS (A STUDY ON KOREAN DRAMA *18 AGAIN*)

By

Destiana Suci Ramadani

Issues regarding women and careers are widely reviewed and framed in various types of media, one of which is Korean dramas. Korean drama is a unity between drama and Korea which as a communication medium, Korean drama raises many stories that come from true stories and social phenomena in society. Including the Korean drama *18 Again* which raises a story about Korean women's issues. This study aims to look at the construction in the Korean drama *18 Again* about the competence of a reporter and stereotypes towards women in the world of work based on the documentation data sources that in the Korean drama *18 Again* are then analyzed using the *framing* analysis method of William A. Gamson and Andre Modigliani. This study uses a type of qualitative research with a descriptive approach. Based on the results of the data analysis that has been carried out, it can be concluded that through the perspective of women, this drama adopts the stereotype of working mothers which is interpreted as a negative view or labeling of women with the status of working housewives.

Through two William A. Gamson *framing* devices, the *framing devices* in this play try to display female stereotypes that then form stereotypes against working mothers as previously explained. For example, the form of double burden depicted through the scene of Jung Da Jung getting negative comments because she is considered a failed woman because she does not take care of her family until a divorce occurs. Then, *reasoning devices* in the form of reasoning devices that explain that the Korean drama *18 Again* displays the fact that gender stereotypes in the world of work are caused by patriarchal culture that is rooted in society which causes many women to find it difficult to fight for their rights as individuals.

Keywords: *Female Stereotypes, Reporter, Korea Drama, Framing Analysis*