

ABSTRAK

Fatihul Khotim. 190531100058. Ilmu Komunikasi. Resistensi Tokoh Goo Hae Ryung Terhadap Diskriminasi Gender Dalam Drama Korea Rookie Historian Goo Hae Ryung. Pembimbing: Qoniah Nur Wijayani, S.I.Kom., M.I.Kom.

Sekarang ini penggambaran bias gender maupun penyampaian pesan kesetaraan gender sudah banyak dilakukan melalui media komunikasi massa salah satunya yaitu film. Penelitian ini bertujuan untuk mengetahui resistensi tokoh Goo Hae-ryung terhadap diskriminasi gender dalam drama Rookie Historian Goo Hae Ryung.

Metode penelitian yang digunakan yaitu kualitatif dengan pendekatan semiotika Ferdinand de Saussure. Teknik pengumpulan data menggunakan observasi dan dokumentasi, dengan berfokus pada mengamati tindakan tokoh Goo Hae-ryung. Dalam penelitian ini, metode analisis yang digunakan yaitu analisis semiotika Ferdinand de Saussure dengan mencari makna penanda dan petanda. Kemudian, teori yang digunakan yaitu teori resistensi James C. Scott dan feminisme kekuasaan Naomi Wolf.

Hasil penelitian menunjukkan bahwasannya terdapat resistensi tertutup dan terbuka pada tokoh Goo Hae-ryung dalam drama Rookie Historian Goo Hae Ryung. Resistensi tertutup digambarkan melalui tindakan Goo Hae-ryung berupa merenung, menundukkan kepala dan bersedih ketika ia mengalami operasi yaitu tuntutan untuk menikah daripada menjalankan hidup bebas. Dan diskriminasi gender berupa subordinasi yakni adanya dominasi yang dilakukan oleh sang kakak kepada Goo Hae-ryung dalam pengambilan keputusan. Sedangkan resistensi terbuka digambarkan melalui tindakan Goo Hae-ryung berupa kabur dari pernikahannya, menantang seniornya untuk minum bersama, bantahan kepada wanita istana, gestur tubuh seperti mendongakkan kepala dan menatap dengan tatapan tajam ketika ia mengalami diskriminasi berupa stereotipe negatif yakni pandangan bahwa Goo hae-ryung tidak mampu melakukan pekerjaan publik dan hanya bisa melakukan pekerjaan rumah, selain itu ia dianggap lemah sehingga didominasi oleh sang kakak dalam hidupnya. Sedangkan bentuk kekerasan yaitu berupa kekerasan secara verbal yakni hinaan maupun ancaman dan kekerasan fisik berupa tamparan.

Kata Kunci: Resistensi, Feminisme, Diskriminasi Gender, Drama Korea

ABSTRACT

Fatihul Khotim. 190531100058. *Goo Hae Ryung's Resistance Against Gender Discrimination in the Korean Drama Rookie Historian Goo Hae Ryung*.
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Currently, the depiction of gender bias and the delivery of gender equality messages have been widely carried out through mass communication media, one of which is film. This study aims to determine the character Goo Hae-ryung's resistance to gender discrimination in the drama Rookie Historian Goo Hae Ryung.

The research method used is qualitative with the semiotic approach of Ferdinand de Saussure. Data collection techniques use observation and documentation, focusing on observing the actions of Goo Hae-ryung. In this study, the analytical method used is Ferdinand de Saussure's semiotic analysis by looking for the meaning of the signifier and the signified. Then, the theories used are James C. Scott's resistance theory and Naomi Wolf's power feminism.

The results of the study show that there is closed and open resistance to Goo Hae-ryung's character in the drama Rookie Historian Goo Hae Ryung. Closed resistance is depicted through Goo Hae-ryung's actions in the form of contemplating, bowing his head and grieving when he experiences oppression, namely the demand to marry rather than lead a free life. And gender discrimination in the form of subordination, namely the dominance exercised by his older brother over Goo Hae-ryung in decision making. Meanwhile, open resistance is depicted through Goo Hae-ryung's actions in the form of running away from his marriage, challenging his seniors to drink together, rebutting palace women, body gestures such as raising his head and staring intently when he experiences discrimination in the form of negative stereotypes, namely the view that Goo Hae-ryung unable to do public work and could only do housework, besides that he was considered weak so he was dominated by his older brother in his life. While the form of violence is in the form of verbal violence in the form of insults or threats and physical violence in the form of slaps.

Keywords: Resistance, Feminism, Gender Discrimination, Korean Drama