

ABSTRAK

Kholifah. 2022. Ilmu Komunikasi. *Analisis Wacana Sikap Chief Executive Officer dalam Film Korea Start-Up Episode 1-12.* Pembimbing Imam Sofyan, S.Sos., M.Si.

Start-Up merupakan film Korea (Kdrama) yang berhasil menguras emosi penonton sekaligus menjadi *nge-hype* di akhir tahun 2020 dengan ide visualisasi modern menggunakan konsep *faction* (golongan yang mirip dengan realitas di dunia) dan tampilan futuristik serta alur cerita yang relevan dengan *culture* kehidupan milenial. Penelitian ini bertujuan untuk mengetahui bagaimana wacana sikap *CEO* dalam Kdrama Start-Up episode 1-12 yang dihadirkan melalui berbagai konflik. Sehingga para calon *CEO* dapat mengambil pelajaran sikap *CEO* dalam Kdrama Start-Up episode 1-12.

Penelitian ini menggunakan analisis wacana Norman Fairclough yang membagi analisis wacana menjadi tiga dimensi yaitu teks, *discourse practice* dan *sociocultural practice*, dengan menggunakan pendekatan paradigma konstruksionis. Kemudian teknik analisis data menggunakan prosedur analisis wacana milik Norman Fairclough yang membagi tiga tahapan yaitu *deskripsi*, *interpretasi*, dan *eksplanasi*.

Hasil penelitian menunjukkan bahwa dalam dimensi teks, yaitu seorang *CEO* harus memiliki sikap real, memiliki kredibilitas yang baik serta berwibawa, berani dalam memberikan sanksi, memiliki sifat persuasif, memiliki keterampilan yang unik, memahami tren masyarakat serta berpikiran luas, memiliki sikap mandiri dan pandai dalam hal membidik *pathner* kerja. Selain itu seorang *CEO* juga harus selalu berhati-hati dalam segala hal yang menyangkut perusahaan baik itu pengambilan keputusan serta tidak mudah dipengaruhi. Dimensi *discourse practice* meliputi produksi teks dan konsumsi teks. Adapun produksi teks yaitu Park Hye-ryun melalui Kdrama Start-Up yang ditulisnya menceritakan keinginan sekelompok anak muda yang ingin mencapai kesuksesan dalam dunia startup sekaligus sebagai seorang *CEO* handal. Sedangkan berkaitan dengan konsumsi teks yang merupakan kalangan pecinta Kdrama dan para *CEO* handal dalam negeri seperti Andy Zain (Founder Institute Indonesia), Natali Ardianto (Founder Tiket.com), Purwa Hartono (Owner & Founder Startup School) dll. Dimensi *sociocultural practice*, yaitu pengalihan ketergantungan *chaebol* pada industri start-up, dimana saat ini industri start-up banyak dilirik kaum muda sehingga terdapat unsur politik. Selain itu start-up mendapat dukungan dari Pemerintah Korea. Hal ini sampai dimasukkan dalam salah satu adegan di episode awal Start-Up, di adegan itu Do-san tampak melihat klip berita berisi dukungan pemerintah Korea Selatan dalam pengembangan startup.

Kata Kunci: Analisis Wacana Norman Fairclough, Sikap *CEO*, Film Korea Start-Up.

ABSTRACT

Kholifah. 2022. Communication Studies. **Discourse Analysis of Chief Executive Officer Attitudes in Korean Film Start-Up Episodes 1-12.** Advisor: Imam Sofyan, S.Sos., M.Si.

Start-Up is a Korean film (Kdrama) that succeeded in draining the emotions of the audience as well as becoming hype at the end of 2020 with the idea of modern visualization using the concept of faction (a group that is similar to reality in the world) and a futuristic appearance and storyline that is relevant to life culture. millennial. This study aims to find out how the discourse on the CEO's attitude in Kdrama Start-Up episodes 1-12 is presented through various conflicts. So that prospective CEOs can take the CEO's attitude lessons in Kdrama Start-Up episodes 1-12.

This study uses Norman Fairclough's discourse analysis which divides discourse analysis into three dimensions, namely text, discourse practice and sociocultural practice, using a constructionist paradigm approach. Then the data analysis technique uses Norman Fairclough's discourse analysis procedure which divides into three stages, namely description, interpretation, and explanation.

The results show that in the text dimension, a CEO must have a real attitude, have good credibility and authority, be brave in giving sanctions, have a persuasive nature, have unique skills, understand community trends and be broad-minded, have an independent attitude and be good at terms of aiming at working pathner. In addition, a CEO must always be careful in all matters concerning the company, be it decision making and not be easily influenced. The dimensions of discourse practice include text production and text consumption. The text production, namely Park Hye-ryun through the Kdrama Start-Up, which he wrote, tells the desire of a group of young people who want to achieve success in the startup world. Meanwhile, regarding text consumption, which are Kdrama lovers and reliable domestic CEOs such as Andy Zain (Founder Institute Indonesia), Natali Ardianto (Founder of Tiket.com), Purwa Hartono (Owner & Founder Startup School) and others. The sociocultural practice dimension, namely the transfer of chaebol dependence on the start-up industry, where currently the start-up industry is ogling a lot of young people so that there is a political element. In addition, start-ups receive support from the Korean government. This is included in one of the scenes in the early episode of Start-Up, in which Do-san appears to see news clippings containing the support of the South Korean government in the development of start-ups.

Keywords: Discourse Analysis Norman Fairclough, CEO Attitude, Korean Film Start-Up.