

ABSTRAK

Penelitian ini dilatarbelakangi oleh penggunaan kekerasan verbal dalam media audiovisual yang tercermin dalam drama Korea *Study Group*. Penelitian ini bertujuan untuk mendeskripsikan bentuk dan makna kekerasan verbal dalam drama tersebut menggunakan kajian semiotika Charles Sanders Peirce. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan sumber data berupa dialog para tokoh dalam drama *Study Group*. Data dikumpulkan melalui teknik simak dan catat, kemudian dianalisis berdasarkan unsur representamen, objek, dan interpretan. Hasil penelitian menunjukkan terdapat 118 data kekerasan verbal yang terdiri atas bentuk menghina, memaki, mengejek, merendahkan, serta menakuti atau mengancam. Analisis menunjukkan bahwa tuturan-tuturan tersebut mengandung makna menyerang, merendahkan, mempermalukan, mengintimidasi, menekan, dan menunjukkan dominasi terhadap lawan tutur. Kekerasan verbal dalam drama *Study Group* juga merepresentasikan relasi kuasa, konflik sosial, dan praktik perundungan di lingkungan sekolah. Hasil penelitian ini diharapkan dapat memberikan kontribusi bagi pengembangan kajian semiotika serta menjadi bahan pembelajaran Bahasa Indonesia, khususnya pada materi teks drama dan penggunaan bahasa yang santun.

Kata kunci: kekerasan verbal, drama Korea study group, semiotika, Charles Sanders Pierce

ABSTRACT

This study was motivated by the use of verbal violence in audiovisual media as portrayed in the Korean drama Study Group. The research aimed to describe the forms and meanings of verbal violence in the drama using Charles Sanders Peirce's semiotic theory. This study employed a descriptive qualitative approach, with data sources consisting of dialogues spoken by the characters in Study Group. The data were collected through observation and note-taking techniques and analyzed based on the semiotic elements of representamen, object, and interpretant. The findings revealed 118 instances of verbal violence, consisting of insults, swearing, mockery, belittlement, and threatening or intimidating expressions. The analysis showed that these utterances conveyed meanings related to attacking, degrading, humiliating, intimidating, pressuring, and demonstrating dominance over others. Verbal violence in Study Group also represents power relations, social conflicts, and bullying practices within the school environment. The results of this study are expected to contribute to the development of semiotic studies and serve as learning materials in Indonesian language education, particularly in drama text instruction and the use of polite language in communication.

Keywords: verbal violence, Study Group Korean drama, semiotics, Charles Sanders Pierce.