

ABSTRACT

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AUDIENCE RECEPTION TOWARDS THE PORTRAYAL OF DOCTOR IN KOREAN DRAMA – HOSPITAL SHIP

(xv + 93 pages: 23 figures; 9 tables; 27 attachment)

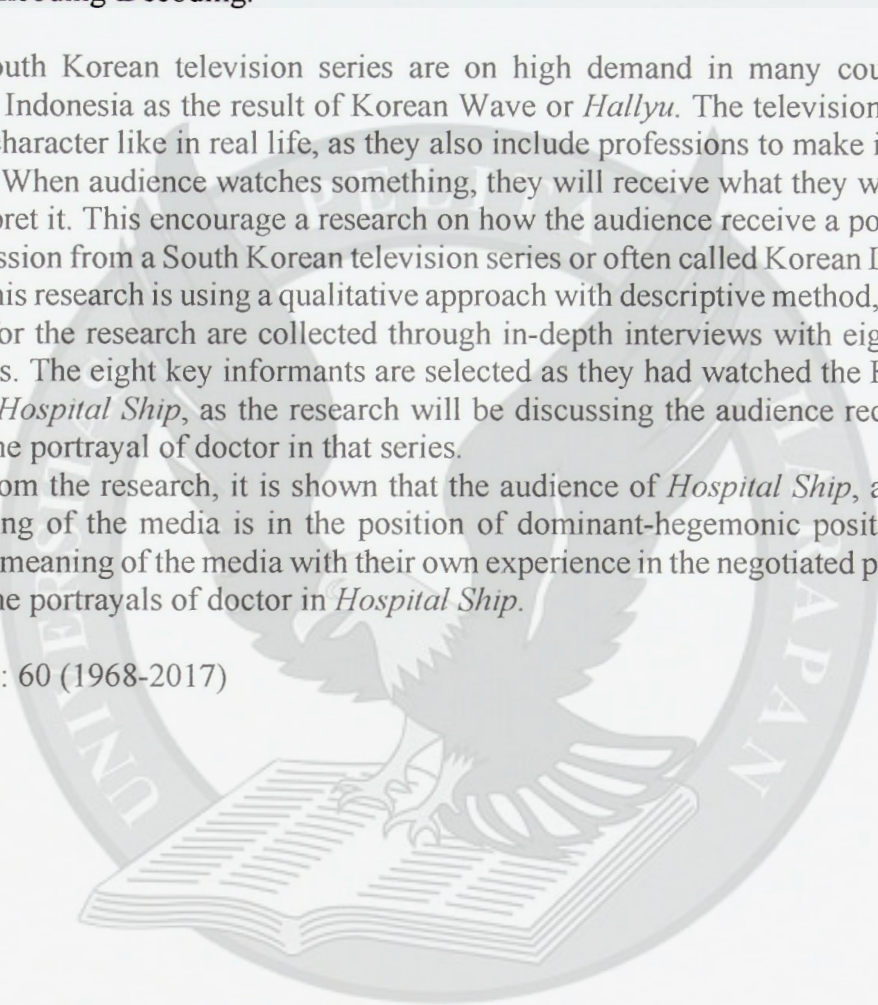
Keywords: Audience Reception, Korean Drama Series, *Hospital Ship*, Portrayal, Doctor, Encoding-Decoding.

South Korean television series are on high demand in many countries, including Indonesia as the result of Korean Wave or *Hallyu*. The television series portrays character like in real life, as they also include professions to make it more relatable. When audience watches something, they will receive what they watched and interpret it. This encourage a research on how the audience receive a portrayal of a profession from a South Korean television series or often called Korean Drama.

This research is using a qualitative approach with descriptive method, which the data for the research are collected through in-depth interviews with eight key informants. The eight key informants are selected as they had watched the Korean Drama – *Hospital Ship*, as the research will be discussing the audience reception towards the portrayal of doctor in that series.

From the research, it is shown that the audience of *Hospital Ship*, accepts the meaning of the media is in the position of dominant-hegemonic position, or adjust the meaning of the media with their own experience in the negotiated position towards the portrayals of doctor in *Hospital Ship*.

Reference: 60 (1968-2017)



ABSTRAK

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AUDIENCE RECEPTION TERHADAP PENGAMBARAN DOKTER DI DALAM DRAMA KOREA – *HOSPITAL SHIP*

(xv + 93 halaman: 23 gambar; 9 tabel; 27 lampiran)

Keywords: *Audience Reception*, Drama Korea, *Hospital Ship*, Penggambaran, Dokter, *Encoding-Decoding*.

Serial televisi Korea Selatan sedang dalam perminatan tinggi di banyak negara, termasuk Indonesia sebagai hasil dari *Korean Wave* atau *Hallyu*. Serial televisi menggambarkan karakter seperti dalam kehidupan nyata, karena mereka juga memasukan profesi untuk membuatnya lebih realistis. Ketika penonton melihat sesuatu, mereka akan menerima apa yang mereka tonton dan menafsirkannya. Ini mendorong penelitian tentang bagaimana penonton menerima penggambaran profesi dari serial televisi Korea Selatan atau sering disebut sebagai *Korean Drama*.

Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif, dimana data penelitian dikumpulkan melalui wawancara mendalam dengan delapan *key informants*. Delapan *key informants* dipilih karena mereka telah menonton *Korean Drama – Hospital Ship*, karena penelitian akan membahas penerimaan penonton terhadap penggambaran dokter dalam serial tersebut.

Dari hasil penelitian, terlihat bahwa penonton *Hospital Ship* menerima makna media dalam posisi *dominant-hegemonic* atau menyesuaikan makna media dengan pengalamannya sendiri dalam posisi *negotiated* terhadap penggambaran dokter di *Hospital Ship*.

Referensi: 60 (1968-2017)

