

ABSTRAK

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PENERIMAAN PENONTON TERHADAP AKSI *BULLYING* DALAM SERIAL DRAMA KOREA *ANGRY MOM* (STUDI PADA *FANDOM EXO-L* YOGYAKARTA)

Tahun Skripsi: 2018 + 189 Halaman + 14 Gambar + 6 Tabel + 3 Bagan

Daftar Kepustakaan: 35 Buku + 24 Jurnal + 8 Sumber Internet

Serial drama *Angry Mom* (2015) berkisah tentang seorang ibu tunggal yang mencoba untuk melindungi anaknya dari bahaya kekerasan di sekolah. Drama ini menggambarkan berbagai tindakan kekerasan *bullying* yang dialami oleh murid-murid di sekolah dan juga membahas beberapa masalah besar yang terjadi dalam sistem pendidikan di Korea Selatan. Penelitian ini membahas tentang bagaimana penerimaan penonton terhadap aksi *bullying* dalam serial drama Korea *Angry Mom*, dari pemaknaan informan *Fandom EXO-L* Yogyakarta. Peneliti menggunakan kajian khalayak atau *reception analysis* oleh Stuart Hall dengan teori *encoding-decoding* yang meliputi tiga posisi hipotekal khalayak, yaitu *Dominant Hegemonic*, *Negotiated Position*, dan *Oppositional Position*. Hasil dalam penelitian menunjukkan penerimaan penonton *Fandom EXO-L* Yogyakarta dalam serial drama *Angry Mom* yang meliputi: adegan *bullying* dalam balutan fisik, adegan *bullying* dalam balutan verbal, adegan minimnya perhatian terhadap aksi *bullying*, dan adegan proses penyelesaian kasus *bullying*. Hasil penelitian ini menunjukkan bahwa informan dari *Fandom EXO-L* Yogyakarta mayoritas menempati posisi *dominant hegemonic*, yang berarti menerima dan setuju dengan penggambaran aksi *bullying* dalam drama *Angry Mom*. Tetapi pada beberapa adegan yang lainnya, informan juga berada di posisi *negotiated position* dan *oppositional position*. Berdasarkan hasil penelitian yang didapat, dapat disimpulkan bahwa pemaknaan yang berbeda dari masing-masing informan dipengaruhi oleh latarbelakang kontekstual yang dimilikinya.

Kata kunci: *Reception Analysis, Bullying, Drama Angry Mom, Drama Korea.*

ABSTRACT

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**AUDIENCE ACCEPTANCE ABOUT *BULLYING* ACTION IN KOREA
DRAMA SERIES *ANGRY MOM* (STUDY ON *FANDOM EXO-L*
YOGYAKARTA)**

**Undergraduate Thesis year: 2018 + 189 pages + 14 pictures + 6 tables + 3
charts**

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The *Angry Mom* (2015) drama series is about a single mother trying to protect her child from the dangers of violence in school. This drama illustrates the various acts of *bullying* violence experienced by students at school and also addresses some of the major problems that occur in the education system in South Korea. This study discusses how the audience acceptance of the action of *bullying* in the Korean drama series *Angry Mom*, whose informants are taken from *Fandom EXO-L* Yogyakarta. Researchers use audience review or reception analysis by Stuart Hall with encoding-decoding theory which includes three hypothetical position of the audience, namely Dominant Hegemonic, Negotiated Position, and Oppositional Position. The results of the research showed acceptance of the audience of *Fandom EXO-L* Yogyakarta in *Angry Mom* drama series which included depicts some contents on: *bullying* scenes in physical bandages, *bullying* scenes in verbal dressing, less attention to *bullying* scenes, and scenes of *bullying* case resolution process. The results of this study show that the informants from the *Fandom EXO-L* Yogyakarta majority occupy a hegemonic dominant position, which means accept and agree with the portrayal of *bullying* in *Angry Mom* drama. But in some other scenes, the informant is also in the position of negotiated position and oppositional position. Based on the research results obtained, it can be concluded that the different meanings of each informant is influenced by contextual background that it has.

Keywords: Reception Analysis, *Bullying*, *Angry Mom* Drama, Korean Drama Series