

ABSTRAK

Penelitian ini membahas ekranisasi webtoon *The Office Blind Date* (사내 맞선) karya Haehwa (해화) dan NARAK yang diadaptasi menjadi drama *Business Proposal* (사내 맞선) oleh Park Seon-Ho (박선호). Dalam proses pengadaptasian sebuah karya sastra mau tidak mau pasti akan ada berbagai perubahan. Oleh karena itu, penelitian ini bertujuan untuk menjabarkan perubahan berupa pengurangan, penambahan dan perubahan bervariasi pada alur dan karakter di hasil adaptasi webtoon *The Office Blind Date* (selanjutnya akan disingkat menjadi TOBD) menjadi drama *Business Proposal* (selanjutnya akan disingkat menjadi BP). Data dalam penelitian ini berupa kutipan-kutipan dialog dan gambar adegan dari webtoon dan drama yang sudah diterjemahkan oleh penulis. Pengumpulan data sendiri dilakukan dengan teori struktural Robert Stanton (1965) untuk melihat alur dan karakter di webtoon dan drama. Metode analisis menggunakan teori ekranisasi Pamusuk Eneste (1991) yang digunakan untuk menjabarkan pengurangan, penambahan dan perubahan bervariasi yang terjadi pada hasil adaptasi webtoon TOBD menjadi drama BP.

Hasil penelitian menunjukkan bahwa terdapat delapan pengurangan, enam penambahan dan sebelas perubahan bervariasi pada unsur alur dan karakter webtoon TOBD yang diadaptasi menjadi drama BP. Pengurangan yang terjadi contohnya adalah pengurangan ketika Kang Tae-mu (강태무) merekrut Yoon Ji-hoon (윤지훈) untuk menggantikan Cha Seong-hun (차성훈). Kemudian, salah satu penambahan yang terjadi adalah penambahan karakter Shin Jeong-woo (신정우) di dalam drama BP. Selain itu, ditemukan pula perubahan bervariasi yaitu contohnya perubahan nama karakter pada karakter Karyawan (직원) di dalam webtoon yang diubah menjadi Hye-ji (혜지) di dalam drama. Kemudian, dapat disimpulkan juga bahwa pengurangan, penambahan dan perubahan bervariasi yang terjadi pada hasil adaptasi webtoon TOBD menjadi drama BP, terjadi karena perbedaan media webtoon dan media drama, dan ada pula yang terjadi karena kehendak sutradara drama BP untuk membuat cerita di dalam drama menjadi lebih menyegarkan. Selain itu, perubahan yang dilakukan oleh sutradara juga membuat drama BP terasa lebih relevan dengan realita yang ada di tahun 2022 ketika drama tersebut ditayangkan. Dengan adanya penelitian ini, penulis berharap bisa memberikan wawasan tentang perubahan-perubahan yang terjadi pada hasil ekranisasi webtoon TOBD menjadi drama BP kepada pembaca.

Kata kunci: Webtoon, drama, ekranisasi, struktural, 사내 맞선, *The Office Blind Date*, *Business Proposal*.

ABSTRACT

This study discusses the ecranisation of the webtoon *The Office Blind Date* (사내 맞선) by Haehwa (해화) and NARAK which is adapted into the drama *Business Proposal* (사내 맞선) by Park Seon-Ho (박선호). In the process of adapting a literary work, inevitably there will be various changes. Therefore, this study will discuss the changes in the form of subtraction, addition and variation changes to the plot and characters in the adaptation of the webtoon *The Office Blind Date* into the drama *Business Proposal*. The data in this study are dialogue excerpts and scene images from webtoons and dramas translated by the author. Robert Stanton's (1965) structural theory is used to collect data by looking at plots and characters in webtoons and dramas. Pamusuk Eneste's (1991) ecranisation theory is used to analyze the subtraction, addition and variation changes in the adaptation of the webtoon *The Office Blind Date* into the drama *Business Proposal*.

The results show that there are eight subtractions, six additions and eleven variation changes to the plots and characters of the webtoon *The Office Blind Date* which is adapted into the drama *Business Proposal*. The subtraction that happens, for example, when Kang Tae-mu (강태무) recruited Yoon Ji-hoon (윤지훈) to replace Cha Seong-hun (차성훈). Then, one of the additions which is appeared is the addition of the character Shin Jeong-woo (신정우) in the drama *Business Proposal*. In addition, various changes are also found, for example the change in the name of the character Employee (직원) in the webtoon which is changed to Hye-ji (혜지) in the drama. Then, it can also be concluded that the subtractions, additions, and variation changes in the process of adapting the webtoon *The Office Blind Date* to the drama *Business Proposal* are due to differences in webtoon and drama media. There are also changes that are due to the director's willingness to make the drama more refreshing. In addition, the changes made by the director also make the drama feel more relevant to reality in 2022. With this research, the writer hopes to be able to provide readers with insight into the changes that happens in the results of the ecranisation of the webtoon *The Office Blind Date* into the drama *Business Proposal*.

Keywords: Webtoon, drama, ecranisation, structural, 사내 맞선, The Office Blind Date, Business Proposal.

초록

본 연구는 박선호의 드라마 "사내 맞선" (Business Proposal)에 각색된 해화와 NARAK의 웹툰 "사내 맞선" (The Office Blind Date)의 각색에 대해 논의한다. 문학 작품을 각색하는 과정에서 필연적으로 다양한 변화가 있을 것이다. 따라서 본 연구에서는 웹툰 "사내 맞선"을 드라마 "사내 맞선"으로 각색한 줄거리와 등장인물의 축소, 추가, 콘텐츠 변화만에 대해 논의하고자 한다. 본 연구의 자료는 작가가 번역한 웹툰과 드라마의 대화 발췌와 장면 이미지이다. Robert Stanton (1965)의 구조이론은 웹툰과 드라마의 줄거리와 등장인물을 보고 자료를 수집하는 데 사용되었다. Pamusuk Eneste (1991)의 각색 이론은 웹툰 "사내 맞선"을 드라마 "사내 맞선"으로 각색하면서 발생하는 축소, 추가, 콘텐츠 변화를 분석하는 데 활용된다.

그 결과, "사내 맞선"드라마로 각색된 "사내 맞선"웹툰의 줄거리와 등장인물은 8 개의 축소, 6 개의 추가, 11 개의 콘텐츠 변화가 나타났다. 축소의 예로는 강태무가 차성훈의 후임으로 윤지훈을 영입했을 때 축소를 들 수 있다. 이어, 드라마 "사내 맞선"에서 신정우의 등장인물이 추가된 것도 추가 중 하나다. 이외에도 극중 해지로 바뀐 웹툰 속 "직원" 등장인물의 이름이 바뀌는 등 콘텐츠 변화도 발견됐다. 그리고, 웹툰 사내 맞선이 드라마 사내 맞선으로 각색되는 과정에서 나타나는 축소, 추가, 콘텐츠 변화는 웹툰과 드라마 요소의 차이 때문이라고 결론 내릴 수 있다. 드라마를 좀 더 신선하게 만들겠다는 감독의 의지 때문에 일어나는 변화도 있다. 게다가, 감독에 의해 만들어진 변화들은 또한 드라마가 2022년의 현실과 더 관련이 있다는 것을 느끼게 한다. 필자는 이번 연구를 통해 웹툰 "사내 맞선"을 드라마 "사내 맞선"으로 각색한 결과에 나타난 변화에 대해 독자들에게 통찰력을 제공할 수 있기를 기대하고 있다.

키워드: 웹툰, 드라마, 각색, 구조 이론, 사내 맞선, *The Office Blind Date*, *Business Proposal*.