

## INTISARI

Penelitian ini bertujuan untuk menguraikan pengaruh drama *Hospital Playlist* (슬기로운 의사생활) yang tayang pada tahun 2020 dan 2021 terhadap peningkatan registrasi pendonoran organ di Korea Selatan. Dalam menelaah hubungan tersebut, teori yang digunakan sebagai acuan adalah sosiologi sastra oleh Rene Wellek dan Austin Warren (dalam Damono, 2020) dan metode yang diterapkan adalah deskriptif kualitatif.

Pada pokok bahasan sosiologi karya sastra ditemukan pesan-pesan yang berkaitan dengan pendonoran organ dalam drama tersebut, yaitu 1) penggambaran pentingnya pendonoran organ; 2) penjelasan tentang ketentuan dan sistem pendonoran organ, termasuk donor mati otak dan donor hidup; serta 3) kewajiban resipien serta simpati dan empati terhadap donor dan keluarga donor. Pada pokok bahasan respons penikmat karya sastra dan pengaruh sosial karya sastra, hasil temuan menunjukkan bahwa penonton menjadi sadar akan pentingnya pendonoran organ, memiliki keinginan dan menjadi lebih bertekad untuk melakukan registrasi pendonoran organ setelah menonton drama *Hospital Playlist*. Hal tersebut didukung dengan fakta sosial yang menunjukkan bahwa angka registrasi pendonoran organ yang pada tahun 2020 sejumlah 129,644, meningkat pada tahun 2021 menjadi sejumlah 175,889 pendaftar setelah penayangan drama *Hospital Playlist*.

**Kata Kunci:** *Hospital Playlist*, Pendonoran Organ, Registrasi Donor, Sosiologi Sastra

## ABSTRACT

This research aims to describe the role of a literary work that can be a driving force for the emergence of a social phenomenon. Thus, this study focuses on the influence of the drama *Hospital Playlist* (슬기로운 의사생활) that was aired in 2020 and 2021 on increasing the number of donor registration in South Korea. In examining the relationship between drama *Hospital Playlist* and the emerging phenomena, the theory used as a reference is sociology of literature approach from Rene Wellek and Austin Warren (as cited in Damono, 2020) and the method applied is descriptive qualitative.

On the subject of the sociology of literary works, messages related to organ donation were found in the drama, namely 1) depiction of the importance of organ donation; 2) describing about the provisions and systems of organ donation, including brain dead donors and living donors; and 3) recipient obligations, sympathy, and empathy for donors and donor families. On the subject of sociology of readers and its influence to society, the findings show that the audience became aware of the importance of organ donation, had the desire and became more determined to register donors after watching the drama *Hospital Playlist*. The social facts found show that the number of donor registrations in 2020 amounted to 129,644, increased rapidly in 2021 to 175,889 registrants after the airing of the drama *Hospital Palylist*.

**Keywords:** *Hospital Playlist*, Donor Registration, Organ Donation, Sociology of Literature

## 초록

본 연구는 드라마 <슬기로운 의사생활>이 한국 기증 희망 등록자 수 증가에 미친 영향에 대해 살펴보았다. 참고한 이론은 Rene Wellek & Austin Warren (Damon, 2020)에서 재인용)의 문학 사회학이며, 적용된 방법은 질적 서술 정성적 연구이다.

장기기증 증가의 현상과 드라마 <슬기로운 의사생활>의 관계를 분석한 결과는 두 가지로 구분된다. 첫째, 문학 작품의 사회학 주제에서 드라마에 나온 장기기증에 관한 내용은 1) 장기기증의 중요성 묘사; 2) 뇌사자, 생존 시 기증자 포함되어 장기기증의 규정 및 절차; 그리고 3) 수혜자의 의무, 기증자와 유가족에게 공감 등으로 밝혔다. 둘째, 문학 작품의 사회에의 영향과 시청자들의 반응 주제에서 <슬기로운 의사생활>을 시청한 후 시청자들은 장기기증의 중요성을 인식하고 장기기증 희망등록 의사와 의지를 갖게 된 것을 나타냈다. 이러한 현상은 2020년에 129,644 명의 기증 희망 등록자 수가 드라마 <슬기로운 의사생활> 방영 이후 2021년에 175,889 명으로 급격히 증가했다는 사회적 사실로 입증된다.

**키워드:** 슬기로운 의사생활, 기증 희망등록자, 장기기증, 문학 사회학