

### **Abstrak**

Drama Korea kontemporer telah banyak yang menampilkan perempuan pekerja sebagai tokoh utama. Isu perempuan pekerja seperti pelecehan seksual dan diskriminasi pun banyak diangkat sebagai bagian dari cerita. Penelitian ini membahas mengenai bagaimana penonton perempuan pekerja di Indonesia memaknai isu perempuan pekerja dalam drama Korea. Subjek penelitian adalah penonton perempuan yang memiliki pekerjaan dan aktif menonton drama Korea selama lima tahun terakhir. Data diolah dengan menggunakan metode resepsi Multidimensional oleh Kim Schroder (2000) untuk mengelaborasi proses pemaknaan informan melalui lima dimensi, yaitu *Motivation, Comprehension, Discrimination, Position, dan Evaluation*. Temuan dianalisis menggunakan teori *Structure of Identification and Distancing* oleh Beng Chua Huat (2008) untuk melihat proses identifikasi persamaan dan perbedaan budaya dalam proses memaknai isu perempuan pekerja. Hasil temuan menunjukkan bahwa budaya patriarki yang berkembang di Indonesia dan Korea Selatan mempengaruhi pemaknaan isu perempuan pekerja dalam drama Korea.

Kata Kunci: Drama Korea, perempuan pekerja, analisis resepsi, *Structure of Identification and Distancing*

### ***Abstract***

*Many contemporary Korean dramas have featured working women as their main characters. Issues regarding working women such as sexual harassment and discrimination were also raised as part of the stories. This study discussed how Indonesian working women as audiences interpret the issues of working woman in Korean dramas. The research subjects were female audiences who pursued a career to make a living and actively watched Korean dramas for the past five years. Data was processed by using the Multidimensional reception method by Kim Schroder (2000) in order to elaborate the process of informants interpretation through five dimensions, namely Motivation, Comprehension, Discrimination, Position, and Evaluation. The findings were analyzed by using the Structure of Identification and Distancing theory by Beng Chua Huat (2008) to see the process of identifying cultural similarities and differences in the process of interpreting the issues of working women. The findings indicate that the patriarchal culture that developed in Indonesia and South Korea affected the interpretation of working women's issue in South Korea.*

*Keywords: Korean drama, working women, reception analysis, Structure of Identification and Distancing*