

ABSTRAK

Fenomena *Hallyu* (*korean wave*) saat ini mengalami perkembangan pesat dan signifikan di berbagai belahan dunia, termasuk Indonesia. *Hallyu* sebagai budaya populer didukung oleh peran media dan kemajuan teknologinya, salah satunya adalah program *variety show Running Man*. Melalui program ini, nilai – nilai budaya Korea Selatan direpresentasikan dengan menarik sehingga dapat dengan mudah diterima dan digemari oleh penontonnya.

Penelitian ini berupaya mengkaji representasi budaya populer *hallyu* dalam *variety show Running Man* menggunakan pendekatan kualitatif. Berangkat dari teori kode – kode televisi (*the codes of television*) oleh John Fiske yang menyatakan bahwa peristiwa yang ditayangkan dalam dunia televisi telah di en-kode oleh kode – kode sosial tertentu. Sebagai pisau analisis dalam penelitian ini, peneliti menggunakan analisis semiotika oleh John Fiske, yang merupakan sebuah pembacaan dan tafsir atas makna budaya, termasuk kajian tentang buku, film atau program televisi. Data berupa salinan rekaman episode *Running Man* akan diolah berdasarkan tiga level representasi John Fiske yang terdiri dari level realitas, level representasi dan level ideologi.

Hasil penelitian menunjukkan bahwa representasi budaya populer *hallyu* dalam program *variety show Running Man* terdapat dalam beberapa level. Budaya populer *hallyu* merupakan budaya yang dihasilkan oleh masyarakat industrial dengan membawa prinsip – prinsip kapitalisme di dalamnya. Kapitalisme dalam industri budaya dianggap telah mengontrol dan mengerahkan pikiran masyarakat, membuat suatu “standardisasi” budaya sesuai dengan selera penggemarnya.

Kata Kunci : Representasi, Budaya Populer, *Hallyu*, *Running Man*

ABSTRACT

The Hallyu (korean wave) phenomenon is currently experiencing rapid and significant development in various parts of the world, including Indonesia. Hallyu as a popular culture is supported by the role of the media and technological advances, one of which is the Running Man variety show program. Through this program, the values of South Korean culture are interestingly represented so that they can be easily accepted and favored by the audience.

This study seeks to examine the representation of the popular culture of hallyu in Running Man variety shows using a qualitative approach. Departing from the theory of television codes (the codes of television) by John Fiske which states that events that aired in the world of television have been encoded by certain social codes. As a knife for analysis in this study, researchers used a semiotic analysis by John Fiske, which is a reading and interpretation of cultural meanings, including the study of books, films or television programs. The data in the form of copies of episodes of Running Man will be processed based on three levels of John Fiske's representation consisting of the level of reality, level of representation and level of ideology.

The results showed that the representation of hallyu in the Running Man variety show program was on several levels. Hallyu as popular culture is a culture produced by industrial society by bringing the principles of capitalism into it. Capitalism in the cultural industry is considered to have controlled and mobilized the minds of the people, making a cultural "standardization" in accordance with the tastes of fans.

Keywords: Representation, Popular Culture, Hallyu, Running Man.

