

## ABSTRACT

Female workers in Korea are often considered unfit for work in the formal sector such as permanent workers, office workers and others. This is because still a strong seniority system in the company. This study intends to answer the research question how the representation of female workers in Korean film titled Cart directed by female director Boo Ji-young.

The research method used is semiotics Roland Barthes. The selected object is a Korean Cart movie released in 2014 with a duration of 110 minutes. Research analysis unit is all scenes that appear in Cart. Scenes in the form of visual (camera technique) and also audio (dialogue, music and sound effects). The research technique is taken from the contained in Cart film but it is also taken from secondary data through books and literature. The data analysis technique was beheaded in accordance with the definition of representation and the social character of women workers.

The result of the study shows the analysis of female worker representation contained in Cart films that female workers in Korea are still being treated low. The ideology of Confucianism in which the degree of men is higher than the degree of women makes women always get bad labeling in the eyes of Korean society. Women are trusted only to work at home and take care of children only. That is why women workers in the non-formal sector are discriminated against by their companies. Some of the attitudes of discrimination and labeling that female workers find in this film are visible from the actions given by the company.

**Keyword:** Female Workers, Korean Film, Roland Barthes Semiotic Analysis.

## ABSTRAK

Pekerja perempuan di Korea sering dianggap tidak layak bekerja dalam sektor formal seperti pekerja tetap, pekerja kantoran dan lain sebagainya. Hal ini karena masih kentalnya sistem senioritas didalam perusahaan. Penelitian ini bermaksud menjawab pertanyaan penelitian bagaimana representasi pekerja perempuan didalam film Korea berjudul Cart yang disutradarai oleh sutradara perempuan Boo Ji-young.

Metode penelitian yang digunakan adalah semiotika Roland Barthes. Objek yang dipilih adalah film Korea Cart yang dirilis pada tahun 2014 berdurasi 110 menit. Unit analisis penelitian yaitu semua adegan atau scene yang muncul dalam film Cart. Adegan-adegan berupa visual (teknik kamera) dan juga audio (dialog, musik dan efek suara). Teknik penelitian diambil dari konten atau isi yang terdapat didalam film Cart selain itu juga diambil dari data sekunder melalui buku dan literatur. Teknik analisis data dipenggal sesuai dengan definisi representasi dan karakter sosial pekerja perempuan.

Hasil penelitian menunjukkan analisis representasi pekerja perempuan yang terdapat didalam film Cart bahwa pekerja perempuan di Korea masih saja diperlakukan rendah. Ideologi konfusianisme dimana derajat laki-laki lebih tinggi dibandingkan derajat perempuan membuat perempuan selalu mendapatkan pelabelan buruk dimata masyarakat Korea. Perempuan dipercaya hanya pantas untuk bekerja dirumah dan mengurus anak saja. Oleh sebab itulah para pekerja perempuan di sektor non-formal mendapatkan tindakan diskriminasi dari perusahaan mereka. Beberapa sikap diskriminasi dan pelabelan yang didapatkan pekerja perempuan di dalam film ini terlihat dari tindakan-tindakan yang diberikan perusahaan.

**Keyword:** Pekerja perempuan, Film Korea, Analisis semiotika Roland Barthes.