

## ABSTRAK

**Bunga Edelweis, NPM: 2151097, REPRESENTASI *BULLYING* TERHADAP KELAS SOSIAL (Analisis Semiotika Roland Barthes Dalam Drama Korea *Pyramid Game* Episode 7 & 8). Skripsi (S1) Prodi Ilmu Komunikasi, Fakultas Ilmu Sosial Ilmu Politik dan Hukum, Universitas Baturaja. Dibawah bimbingan Dian Novitasari, M.I.Kom dan Septiana Wulandari, M.I.Kom.**

*Bullying* terhadap kelas sosial merupakan salah satu bentuk perilaku intimidasi didasari adanya perbedaan status sosial, ekonomi maupun budaya dalam suatu kelompok atau individu tertentu, yang berdampak pada kondisi psikologis seseorang. Penelitian ini bertujuan untuk mengetahui representasi *bullying* terhadap kelas sosial dalam drama Korea *pyramid game* episode 7 & 8. Paradigma bersifat kritis menggunakan pendekatan kualitatif deskriptif dengan metode semiotika Roland Barthes, yang mencakup tiga tingkatan makna yaitu, denotatif, konotatif, dan mitos. Peneliti membagi drama Korea *Pyramid Game* Episode 7 & 8 menjadi 16 *frame* yang menggambarkan aspek *bullying* terhadap kelas sosial. Hasil analisis penelitian menunjukkan bahwa *bullying* terhadap kelas sosial yang terjadi dalam drama *Pyramid Game* episode 7 & 8 terdapat lima bentuk, seperti *bullying* verbal, gestur, fisik, seksual, dan sosial. Drama ini merepresentasikan bahwa tidak hanya tentang kekerasan antarindividu tetapi juga sistem dan kelas sosial timpang dapat menciptakan ruang *bullying* yang dilegalkan dan dibiarkan berlangsung demi mempertahankan kekuasaan kelompok elit. Kemudian ditemukan makna konotatif yang dilakukan secara berulang-ulang, sehingga mendapatkan mitos yaitu dominasi siswa kelas sosial tinggi dianggap sebagai hal wajar di lingkungan sekolah, kekerasan fisik dan verbal merupakan hal lumrah untuk menunjukkan kekuatan dan mempertahankan posisi, serta orang yang tidak mengikuti arus mayoritas layak dikucilkan.

**Kata Kunci: *Bullying*, Representasi, *Pyramid Game*, Semiotika Roland Barthes**

## **ABSTRACT**

***Bunga Edelweis, NPM: 2151097, REPRESENTATION BULLYING OF SOCIAL CLASSES (A Semiotics Analysis by Roland Barthes in the Korean Drama Pyramid Game Episodes 7 & 8). Under Graduation (S1) Communication Science Study Program, Faculty of Social Political Sciences and Law, University of Baturaja. Under the guidance of Dian Novitasari, M.I.Kom and Septiana Wulandari, M.I.Kom.***

*Bullying against social classes is a form of intimidating behavior based on differences in social, economic, and cultural status within a particular group or individual, which has an impact on a person's psychological condition. This study aims to examine the representation of bullying based on social class in the Korean drama Pyramid Game episodes 7 and 8. The research adopts a critical paradigm using a descriptive qualitative approach with Roland Barthes' semiotic method, which encompasses three levels of meaning: denotative, connotative, and mythical. The researcher divided the Korean drama "Pyramid Game" episodes 7 and 8 into 16 frames depicting aspects of bullying related to social class. The results of the analysis show that bullying related to social class in the drama "Pyramid Game" episodes 7 and 8 takes five forms: verbal bullying, gestures, physical bullying, sexual bullying, and social bullying. This drama represents that it is not only about violence between individuals but also that an unequal social system and class can create a space for bullying that is legalized and allowed to continue in order to maintain the power of the elite group. Additionally, recurring connotative meanings were identified, leading to the myth that the dominance of students from higher social classes is considered normal in the school environment, physical and verbal violence is seen as commonplace to demonstrate strength and maintain one's position, and those who do not conform to the majority are deemed worthy of exclusion.*

***Keywords: Bullying, Representation, Pyramid Game, Roland Barthes Semiotics***