

Abstract

Research entitled "Representation of Individualism (John Fiske Semiotic Analysis In School 2017 Drama) will analyze the depictions that exist in drama series about individualist behavior in society, especially among South Korean students. This study aims to find out how the level of reality, level of representation and level ideology of individualist behavior in School 2017 drama. The data analysis technique used in this research is qualitative interpretative supported by John Fiske's semiotic analysis method of Television Codes. The research data are from sixteen episodes of dramas that have been downloaded through internet and chosen using Propp Narrative, so selected six scenes to be seen various signs in it. Another thing is used of books and there are previous research related to research as reference source. Supported by the theory of mass communication, interpersonal communication theory and the semiotic theory of John Fiske. Thus the results of the research are found in School 2017 drama there are individualist behavior on Korean students shown through the collection of sequences seen from the level of reality (expression, behavior, environment), level of representation (camera, character, dialogue, conflict) and ideology level understand the individualism depicted in the figures Kim Heechan, Ahn Jungil and Yoo Bitna.

Keywords: Representation, Individualism, Semiotics, Drama