

ABSTRACT

The Korean Drama Series "Start Up" is a drama series film originating from South Korea. Raising the "Start Up" phenomenon that occurred in South Korea. The role in this Korean drama series has various characters according to the role of each individual in this series. role The role of women as company leaders with a leadership style that adapts to individual characteristics, but is still within the scope of personality. This Korean drama tells the struggle of young people, both women and men who want to realize their dreams of becoming successful in terms of careers in the "start up" field. This research uses a qualitative method with constructivist structure with semiotic analysis technique of Roland Barthes. The results of this study show the role of the CEO in the life of a start-up startup, that a company can fail or succeed from the results of decisions taken by the CEO, a decision taken is obtained from various considerations such as listening to employees, being sensitive to existing phenomena. and good at finding solutions and can solve problems with great risk. That way the conclusion of the CEO role in Korean drama start-ups can be a reference for being a CEO, because this drama also constructs social issues and events that occur in the real reality that exists. The governments of South Korea and Indonesia pay special attention to start-ups because they have spawned many innovations in the fields of technology, information and so on that make everyday human life easier.

Keywords: Korean Drama Series Start Up, CEO role, Indonesian and Korean leadership styles, CEO gender.