ABSTRACT

Yenni Amalia Putri, 17818421. Representation of Bullying in True Beauty Drama (Semiotic Analysis of Roland Barthes)

Keywords : Representation, Bullying, Drama, True Beauty, Semiotic, Roland Barthes.

(x- 61 - attachments)

The purpose of this study is to identify and describe the bullying behaviors shown in the drama True Beauty which was released in 2020. This research was conducted with a descriptive qualitative approach using Roland Barthes' semiotic analysis method. The data collection technique is done by selecting several scenes in the drama that represent bullying behavior. The results of this study are bullying behaviors in the drama True Beauty which are represented through several scenes. Bullying behavior in the drama True Beauty is done verbally, physically, relationally and also electronically. The perpetrators of bullying in the school environment are carried out in groups led by one chairman. Bullying behavior can occur at any time and not only in the neighborhood and school, but can also occur in the family.

(Bibliography 2002-2021)