

**WOMEN'S STEREOTYPES AND OBJECTIFICATION IN
KOREAN DRAMA *MASK GIRL***



Intelligentia - Dignitas

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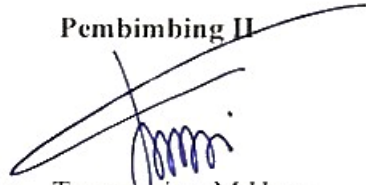
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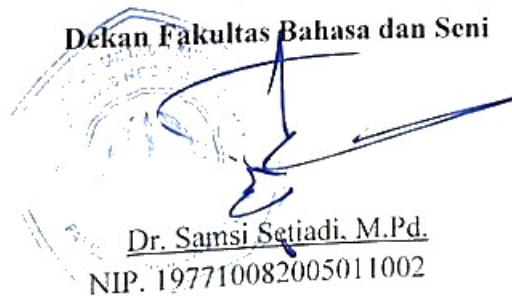
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ABSTRAK

Utami, Adissya Rizqy. 2025. Stereotip Perempuan dan Objektifikasi dalam Drama Korea *Mask Girl* 2023. Skripsi: Jakarta, Program Studi Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

Penelitian ini mengkaji stereotip perempuan yang dapat terbentuk dari objektifikasi dalam Drama Korea *Mask Girl* 2023, dengan focus pada bagaimana stereotip perempuan dapat terbentuk melalui pengalaman objektifikasi dan konstruk sosial. Drama ini menggambarkan perjalanan karakter utama perempuan yang berjuang dalam menghadapi ekspektasi masyarakat, dimana penampilan perempuan menjadi penentu bagaimana mereka diperlakukan di dalam kehidupan sosial. Penelitian ini bertujuan untuk menganalisis bagaimana stereotip perempuan yang muncul melalui pengalaman objektifikasi yang terjadi pada perempuan dalam karakter dan narasi, serta mengeksplorasi dampaknya terhadap pandangan masyarakat tentang perempuan. Dengan menggunakan teori Objectification by Fredrickson and Roberts (1997), melalui lensa semiotics by (Charles Sanders Peirce), dan diperkuat oleh teori Boggs' The Art of Watching Films. Dengan menggunakan metode deskriptif kualitatif, analisis dilakukan melalui visual, dialog, dan narasi. Temuan dalam penelitian ini menunjukkan, pertama, bahwa pengalaman objektifikasi pada perempuan mencerminkan stereotip perempuan yang terjadi di Korea Selatan. Kedua, Film ini memberikan kritik terhadap objektifikasi dengan menunjukkan perjuangan karakter utama dalam menghadapi tekanan sosial. Akhirnya, penelitian ini menyoroti pentingnya analisis dalam media terutama drama untuk mendorong pemahaman yang lebih baik tentang pengalaman perempuan di dalam Masyarakat.

Kata kunci: Stereotip perempuan, objektifikasi, objektifikasi diri, objektifikasi seksual, *Mask Girl*.

ABSTRACT

Utami, Adissya Rizqy. 2025. Women's Stereotypes and Objectification In Korean Drama *Mask Girl* 2023. A Thesis: Jakarta, English Literature Study Programme, Faculty of Languages and Arts, Universitas Negeri Jakarta.

This study examines the stereotypes of women that can be formed through objectification in the Korean drama *Mask Girl* (2023), with a focus on how experiences of objectification and social constructs shape these stereotypes. This drama portrays the journey of the main female character, who struggles to confront the societal expectations that dictate how women are perceived and treated in social life, with their appearance often determining their social status. This study aims to analyze how stereotypes of women emerge through the experience of objectification that occurs in women in characters and narratives, and explore their impact on society's views of women. Using the Objectification theory by Fredrickson and Roberts (1997), through the lens of semiotics by Charles Sanders Peirce, and strengthened by Boggs' *The Art of Watching Films* theory. Using qualitative descriptive methods, the analysis was carried out through visuals, dialogue, and narrative. The findings in this study indicate, first, that the experience of objectification in women reflects the stereotypes of women that occur in South Korea. Second, this film offers a critique of objectification by portraying the main character's struggles in navigating social pressures. Ultimately, this study highlights the importance of critical analysis in media, particularly drama, in promoting a deeper understanding of women's experiences in society.

Keywords: women's stereotypes, objectification, self-objectification, sexual objectification, *Mask Girl*

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Adissya Rizqy Utami

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