

# **REPRESENTASI KEKUATAN *INFLUENCER* DALAM SERIAL DRAMA “CELEBRITY” (ANALISIS SEMIOTIKA CHARLES SANDERS PEIRCE)**

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## **ABSTRAK**

Serial drama asal korea selatan berjudul “Celebrity” mengangkat fenomena *influencer* dalam alur ceritanya, yang mana saat ini *influencer* menjadi tren di media sosial. Banyak masyarakat yang berusaha untuk menjadi *influencer* dan kehadiran *influencer* juga dimanfaatkan para pelaku bisnis untuk memasarkan produk mereka. Penelitian ini bertujuan mengidentifikasi tanda-tanda dalam drama tersebut yang mewakili representasi kekuatan *influencer*, sehingga didapati pemahaman makna mendalam terkait kekuatan *influencer* dalam drama “Celebrity”. Pada serial drama “Celebrity” terdapat adegan-adegan yang mengandung makna terkait representasi kekuatan *Influencer* yang nantinya akan dianalisis menggunakan semiotika Charles Sanders Peirce. Yaitu dengan model segitiga makna yang terdiri dari tiga elemen utama yaitu sign, object dan interpretant. Metode penelitian yang digunakan kualitatif deskriptif. Hasil penelitian menunjukkan terdapat 5 kekuatan *influencer* yang terepresentasikan dalam serial drama “Celebrity” terkhususnya pada karakter Seo A-Ri yaitu kredibilitas, keahlian, kepercayaan, hubungan parasosial, dan kesesuaian. Kredibilitas tampil sebagai faktor dominan, namun faktor lain seperti keahlian, kepercayaan, dan kesesuaian juga penting karena berperan dalam membangun kredibilitas. Hubungan parasosial juga sangat berpengaruh dalam karir A-Ri sebagai *influencer*. Faktor *disclosure sponsorship* tidak muncul dalam adegan ini, menunjukkan bahwa hal tersebut kurang signifikan dalam membangun kekuatan seorang *influencer*.

**Kata Kunci: Celebrity, *Influencer*, Semiotika Charles Sanders Peirce, Serial Drama**

**REPRESENTATION OF THE POWER OF INFLUENCERS IN  
THE DRAMA SERIES "CELEBRITY" (SEMIOTIC ANALYSIS  
OF CHARLES SANDERS PEIRCE)**

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**ABSTRACT**

*The South Korean drama series "Celebrity" emphasizes the influencer phenomenon in its storyline, as influencers are currently popular on social media. A lot of people strive to become influencers, and businesses use influencers' presence to promote their goods. In order to comprehend the significance of influencer power in the drama "Celebrity" more fully, this study attempts to find indicators in the play that point to that power. This research aims to identify signs in the drama that represent the power of influencers, so that we can gain a deeper understanding of the meaning related to the power of influencers in the drama "Celebrity". In the drama series "Celebrity" there are scenes that contain meaning related to the representation of Influencer power which will later be analyzed using Charles Sanders Peirce's semiotics. It is a triangular model of meaning consisting of three main elements: sign, object and interpretant. The research method is qualitative descriptive. The research results show that there are 5 influencer strengths represented in the drama series "Celebrity", especially in the character Seo A-Ri, namely credibility, expertise, trust, parasocial relationships, and suitability. Credibility appears to be the dominant factor, but other factors such as expertise, trustworthiness, and suitability are also important because they play a role in building credibility. Parasocial relationships are also very influential in A-Ri's career as an influencer. The sponsorship disclosure factor does not appear in this scene, indicating that it is less significant in building the power of an influencer.*

**Keywords:** *Celebrity, Influencer, Charles Sanders Peirce Semiotics, Drama Series*