

REPRESENTASI SELF-ESTEEM DALAM SERIAL DRAMA “YANG HILANG DALAM CINTA” (SEMIOTIKA JOHN FISKE)

SAFINA ASHA JAMNA

ABSTRAK

Self-esteem menjadi salah satu aspek penting dalam perkembangan psikologis individu, terutama saat menghadapi tekanan sosial dalam hubungan interpersonal. Rendahnya *self-esteem* seringkali dialami oleh individu yang berada dalam hubungan yang tidak sehat, sehingga penghargaan terhadap diri sendiri sering terabaikan. Penelitian ini memiliki tujuan untuk menganalisis representasi makna *self-esteem* dalam serial drama “Yang Hilang Dalam Cinta” menggunakan pendekatan semiotika John Fiske dengan menganalisis tiga level di dalamnya, yakni level realitas, level representasi, dan level ideologi. Penelitian ini menggunakan pendekatan kualitatif deskriptif dan metode analisis semiotika John Fiske yang terdiri dari kode-kode televisi untuk mengetahui berbagai adegan yang mengandung makna *self-esteem*. Kemudian diperkuat juga oleh jurnal maupun artikel-artikel yang peneliti kaji. Hasil penelitian menunjukkan bahwa serial drama “Yang Hilang Dalam Cinta” mampu merepresentasikan *self-esteem* pada temuan 9 adegan berdasarkan analisis semiotika John Fiske melalui berbagai kode visual dan naratif, seperti tampilan, gestur, ekspresi, dialog, sudut pandang kamera, hingga pencahayaan. Penelitian ini menyimpulkan bahwa serial drama “Yang Hilang Dalam Cinta” memberikan makna mengenai pentingnya penghargaan terhadap diri sendiri (*self-esteem*) melalui penggambaran dinamika emosional dan psikologis pada karakter utama wanita yang mencerminkan proses pembentukan serta peningkatan *self-esteem*.

Kata Kunci: *Self-Esteem*, Representasi, Semiotika, Semiotika John Fiske, Serial Drama

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ABSTRACT

Self-esteem is an important aspect of an individual's psychological development, especially when facing social pressure in interpersonal relationships. Low self-esteem is often experienced by individuals who are in unhealthy relationships, so their self-esteem is often neglected. This study aims to analyse the representation of self-esteem in the drama series “Yang Hilang Dalam Cinta” using John Fiske's semiotic approach by analysing three levels in it, namely the level of reality, the level of representation, and the level of ideology. This research uses a descriptive qualitative approach and John Fiske's semiotic analysis method which consists of television codes to find out the various scenes that contain the meaning of self-esteem. Then it is also strengthened by journals and articles that researchers review. The results showed that the drama series “Yang Hilang Dalam Cinta” was able to represent self-esteem in the findings of 9 scenes based on John Fiske's semiotic analysis through various visual and narrative codes, such as appearance, gestures, expressions, dialogue, camera angles, and lighting. This study concludes that the drama series “Yang Hilang Dalam Cinta” provides meaning about the importance of self-esteem through the depiction of emotional and psychological dynamics in the main female character that reflects the process of forming and increasing self-esteem.

Keywords: Self-Esteem, Representation, Semiotics, John Fiske's Semiotics, Drama Series