

**REPRESENTASI PROFESIONALISME KERJA DALAM DRAMA
KOREA *RESIDENT PLAYBOOK* (ANALISIS SEMIOTIKA JOHN FISKE)**

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ABSTRAK

Penelitian ini bertujuan menganalisis representasi profesionalisme kerja dalam drama Korea *Resident Playbook*. Penelitian menggunakan pendekatan kualitatif dengan metode analisis semiotika John Fiske melalui tiga level kode televisi, yaitu level realitas, level representasi, dan level ideologi. Data diperoleh melalui studi dokumentasi terhadap lima adegan terpilih. Unit analisis penelitian berupa adegan (*scene*) dan dialog (*sequence*) yang memuat tanda-tanda visual, verbal, dan audiovisual mengenai profesionalisme kerja. Hasil penelitian menunjukkan bahwa pada level realitas, profesionalisme direpresentasikan melalui atribut medis, perilaku kerja, komunikasi profesional, ekspresi, dan gestur dokter residen dalam menjalankan tugas. Pada level representasi, penggunaan teknik kamera, penyuntingan, dialog, tempo adegan, dan konflik membangun gambaran mengenai proses adaptasi, tekanan kerja, serta pembentukan identitas profesional. Pada level ideologi, drama merepresentasikan profesionalisme sebagai nilai yang mencakup kompetensi, tanggung jawab, integritas, empati, dan kerja sama, sekaligus mengkritik *toxic professionalism*, yaitu ketika standar profesionalisme dimanfaatkan untuk menormalisasi tekanan kerja, kelelahan, dan pengorbanan pekerja pemula. Penelitian ini menyimpulkan bahwa *Resident Playbook* tidak hanya merepresentasikan profesionalisme dalam profesi dokter, tetapi juga menggambarkan dokter residen sebagai representasi pekerja pemula (*fresh graduate*) secara universal. Melalui tiga level kode televisi John Fiske, drama membangun makna bahwa profesionalisme yang sehat memerlukan keseimbangan antara kompetensi, etika, dan kesejahteraan pekerja.

Kata kunci: Profesionalisme Kerja, Semiotika John Fiske, Representasi, Drama Korea, *Resident Playbook*

***REPRESENTATION OF WORK PROFESSIONALISM IN THE KOREAN
DRAMA RESIDENT PLAYBOOK (JOHN FISKE'S SEMIOTIC ANALYSIS)***

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ABSTRACT

This study aims to analyze the representation of professional conduct in the Korean drama Resident Playbook. The study employs a qualitative approach using John Fiske's semiotic analysis method across three levels of television coding: the level of reality, the level of representation, and the level of ideology. Data were collected through a documentation study of five selected scenes from the Korean drama Resident Playbook. The units of analysis consist of scenes and dialog sequences containing visual, verbal, and audiovisual signs related to professional conduct. The results show that at the level of reality, professionalism is represented through medical attributes, work behavior, professional communication, expressions, and gestures of resident doctors as they perform their duties. At the level of representation, the use of camera techniques, editing, dialogue, scene pacing, and conflict constructs a portrayal of the adaptation process, work pressure, and the formation of professional identity. On an ideological level, the drama portrays professionalism as a value that encompasses competence, responsibility, integrity, empathy, and cooperation, while also critiquing "toxic professionalism", that is, when standards of professionalism are exploited to normalize work-related stress, burnout, and the sacrifices of entry-level workers. This study concludes that Resident Playbook not only represents professionalism in the medical profession but also portrays resident doctors as a universal representation of entry-level workers (recent graduates). Through John Fiske's three levels of television code, the drama conveys the message that healthy professionalism requires a balance between competence, ethics, and worker well-being.

Keywords: Professionalism, John Fiske's Semiotics, Representation, Korean Drama, Resident Playbook