

ABSTRACT

The title of this research is “Commodification Of Social Status As Impact Of Squid Game Series”. This film series has received a lot of compliment from netizen for being able to be different by using South Korean children’s games as theme of the series which is packaged in attractively way so be able to get a lot of attention from many audience around the world.

The purpose of this research is to find out the meaning of denotation, conotation, myth related to commodification of social status in Squid Game series, and addition for knowing how the connection beetwen Squid Game series with social reality. This research is used qualitative research methods using Roland Barthes semiotics analysis theory.

This research use data sources obtained throught observation on several selected scene from Squid Game seriesand interview with 5 informants consisting of 2 practitioner informants, and 3 main informants, the selection of informants using purposive sample technique (sampling purpose technique) the reason of using this technique is to avoid the subjectivity of research informants

Keyword : Squid Game, Semiotics, Commodification, Social Status