

ABSTRACT

This study aims to analyze the meaning of signs related to female adolescents' Self-esteem in the Korean drama Spirit Fingers using Roland Barthes' semiotic approach. The focus of the study is directed at analyzing denotative, connotative, and myth meanings that emerge through audiovisual signs in the drama. This research employs a qualitative method within a constructivist paradigm. Data were collected through literature review and documentation study, by observing the entire 12 episodes of the drama to identify scenes, dialogues, facial expressions, body gestures, costumes, visual symbols, and audio elements related to the Self-esteem of the main character, Song Woo-yeon. The results of the study show that eleven scenes represent female adolescents' Self-esteem, which are categorized into three groups: low Self-esteem, the process of Self-esteem transformation, and positive Self-esteem. The denotative meaning reveals Self-esteem signs that are directly observable through dialogue, facial expressions, body gestures, visual symbols, and audio elements. The connotative meaning indicates that Self-esteem is represented as a psychological transformation process occurring through three phases: the Social Dependency Phase, the Identity Negotiation Phase, and the Self-acceptance Phase. The myth meaning demonstrates the presence of South Korean cultural constructions that place ideal standards and social recognition as important factors in shaping Self-esteem. The drama also presents a counter-myth emphasizing self-acceptance as the primary foundation for developing healthy Self-esteem. This study concludes that the meaning of self-esteem signs in female adolescents within Spirit Fingers is represented as an individual journey from dependence on social judgment toward Self-acceptance. This representation shows that Self-esteem is formed through the interaction between personal experiences, social relationships, and cultural constructions within society.

Keywords: *Self-esteem, Female adolescents, Roland Barthes semiotics, Korean drama, Spirit Fingers*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis makna tanda *Self-esteem* remaja perempuan dalam drama Korea *Spirit Fingers* menggunakan pendekatan semiotika Roland Barthes. Fokus penelitian diarahkan pada analisis makna denotasi, konotasi, dan mitos yang muncul melalui tanda-tanda audiovisual dalam drama. Penelitian ini menggunakan metode kualitatif dengan paradigma konstruktivisme. Data penelitian diperoleh melalui studi pustaka dan studi dokumentasi, dengan mengamati keseluruhan 12 episode drama untuk mengidentifikasi adegan, dialog, ekspresi wajah, gestur tubuh, kostum, simbol visual, dan unsur audio yang berkaitan dengan *Self-esteem* tokoh utama, Song Woo-yeon. Hasil penelitian menunjukkan bahwa ditemukan sebelas adegan yang merepresentasikan *Self-esteem* remaja perempuan dan dikelompokkan ke dalam tiga kategori, yaitu *Self-esteem* rendah, proses perubahan *Self-esteem*, dan *Self-esteem* positif. Makna denotasi memperlihatkan tanda-tanda *Self-esteem* yang tampak secara langsung melalui dialog, ekspresi wajah, gestur tubuh, simbol visual, dan unsur audio. Makna konotasi menunjukkan bahwa *Self-esteem* direpresentasikan sebagai proses transformasi psikologis yang berlangsung melalui tiga fase, yaitu *Social Dependency Phase*, *Identity Negotiation Phase*, dan *Self-acceptance Phase*. Makna mitos menunjukkan adanya konstruksi budaya Korea Selatan yang menempatkan standar ideal individu dan pengakuan sosial sebagai faktor penting dalam pembentukan penghargaan diri. Drama *Spirit Fingers* juga menghadirkan mitos tandingan yang menekankan penerimaan diri sebagai dasar utama dalam membangun *Self-esteem* yang sehat. Penelitian ini menyimpulkan bahwa makna tanda *Self-esteem* remaja perempuan dalam drama *Spirit Fingers* direpresentasikan sebagai proses perjalanan individu dari ketergantungan pada penilaian sosial menuju penerimaan diri. Representasi tersebut menunjukkan bahwa penghargaan diri dibentuk melalui interaksi antara pengalaman pribadi, hubungan sosial, dan konstruksi budaya yang berkembang dalam masyarakat.

Kata Kunci: *Self-esteem*, remaja perempuan, semiotika Roland Barthes, drama Korea, *Spirit Fingers*.

RINGKESAN

Panalungtikan ieu miboga tujuan pikeun nganalisis makna tanda Self-esteem rumaja awéwé dina drama Korea Spirit Fingers ngagunakeun pendekatan semiotika Roland Barthes. Fokus panalungtikan diarahkeun kana analisis makna denotasi, konotasi, jeung mitos anu muncul ngaliwatan tanda audiovisual dina drama. Méthode anu digunakeun nyaéta kualitatif kalayan paradigma konstruktivisme. Data panalungtikan dikumpulkeun ngaliwatan studi pustaka jeung studi dokumentasi, ku cara nalungtik sakabéh 12 épisode drama pikeun ngaidentifikasi adegan, dialog, ékspresi raray, gerak awak, kostum, simbol visual, jeung unsur audio anu patali jeung Self-esteem tokoh utama, Song Woo-yeon. Hasil panalungtikan nunjukkeun yén aya sabelas adegan anu ngagambarkeun Self-esteem rumaja awéwé anu diklasifikasikeun kana tilu kategori, nyaéta Self-esteem handap, prosés robahna Self-esteem, jeung Self-esteem positip. Makna denotasi némbongkeun tanda-tanda Self-esteem anu katingali sacara langsung tina dialog, ékspresi raray, gerak awak, simbol visual, jeung unsur audio. Makna konotasi nunjukkeun yén Self-esteem direpresentasikeun salaku prosés transformasi psikologis anu lumangsung dina tilu fase, nyaéta Social Dependency Phase, Identity Negotiation Phase, jeung Self-acceptance Phase. Makna mitos nunjukkeun ayana konstruksi budaya Koréa Kidul anu nempatkeun standar idéal jeung pangakuan sosial minangka faktor penting dina ngabentuk Self-esteem. Drama ieu ogé nembongkeun mitos tandingan anu nekenkeun pentingna narima diri salaku dasar utama pikeun ngawangun Self-esteem anu séhat. Kacindekan tina panalungtikan ieu nyaéta makna tanda Self-esteem rumaja awéwé dina Spirit Fingers direpresentasikeun salaku lalampahan individu tina gumantung kana penilaian sosial nepi ka narima diri sorangan. Representasi ieu nunjukkeun yén Self-esteem kabentuk tina interaksi antara pangalaman pribadi, hubungan sosial, jeung konstruksi budaya anu aya dina masarakat.

Kecap Konci: *Self-esteem, rumaja awéwé, semiotika Roland Barthes, drama Korea, Spirit Fingers*