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WOMEN SELF-IMAGE ON JI SUN WOO'S CHARACTER IN KOREAN DRAMA "THE WORLD OF THE MARRIED"

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ABSTRACT

Korean dramas are very popular with audiences from various mass media and social media. With a very interesting storyline, it is able to hypnotize Indonesian audiences to become active viewers and bring up various assumptions about Korean drama content. The Korean drama adopted in this study is entitled The World of the Married. The drama that was broadcast by Trans TV a few months ago was very successful in anesthetizing the general public and making viewers adopt drama in their daily lives. This study aims to describe the female self-image of the main character, Ji Sun Woo's in the Korean drama entitled The World of the Married which raises the issue of divorce and shows the value of feminism as shown by Ji Sun Woo as a strong figure and a brave female character who can make her own decisions to seek justice. By using qualitative research, data was collected using reading and note-taking techniques. The Korean drama The World of the Married discusses gender inequality, work, and social group problems and indirectly harms society as a whole, such as the social inequality on Lee Tae Oh's part between men and women in terms of leading and working..

Keywords: Feminism, Ji Sun Woo, Korean Drama, Literary Study, Women Self-Image.

1. INTRODUCTION

Drama is a form of composition based on two branches of art, literary arts and performing arts so that drama is divided into two, namely drama in the form of written text and staged drama [1]. South Korea is a country that has an interesting culture which is better known as Korean Drama. Korean drama is a product of South Korean culture that has been successful in various parts of the world, including Asia. Korean dramas have various characteristics of love. So Korean Drama is an artistic culture that refers to television dramas in Korea in a miniseries format and uses the Korean language. This study discusses the female self-image of the main character in a Korean drama (commonly called K-Drama) with the title The World of the Married which is broadcast on Trans TV. The drama managed to penetrate the highest rating in the history of Korean drama shows. Korean dramas have recently become a conversation in the country. The World of the Married, played by Kim Hee-Ae and Park Hae-Joon, was very successful in getting the audience involved in the drama. Tells about an affair that often gives unexpected surprises in every episode. This storyline is not only about love stories and family conflicts, but also discusses gender gaps, work and problems in a social group.

Gender is a grammatical classification of words and other words related to them which are generally related to the existence of two genders or neutrality [2]. Gender is also related to the differentiation of roles, functions and responsibilities of men and women as a result of agreement or the result of community formation. The K-Drama series is one form of popular culture production that is closely related to gender issues in it. Gender issues are made intentionally to make something happen, for example, to create the self-image of a woman or a man. Therefore, in the K-drama series The World of the Married there is a depiction of a woman's self-image for Ji Sun Woo's character. The formulation of the research problem is, how is the female self-image of Ji Sun Woo's character.

2. LITERATURE REVIEW

The purpose of this research is to find out the meaning of female self-image for a female character named Ji Sun Woo in the drama The World of the Married which is considered to give a strong impression to female audiences. The theory used is the theory of meaning with the main focus on the decoding concept of Stuart Hall's ideas and Hartsock's Standpoint Theory. In this theory, Stuart Hall says, the intended meaning and what is interpreted in a message can be different. The code used or encoded or decoded is not

always symmetrical. The degree of symmetry in this theory is intended as the degree of understanding and misunderstanding in the exchange of messages in the communication process, depending on the equivalent relationship (symmetry or not) formed between the encoder and decoder [3].

Standpoint theory or also known as attitude theory is a theory that can change a person's power through the authority of an individual's personal voice. Standpoint theory was pioneered by the German philosopher, George Wilhelm Friedrich Hegel in 1807. This theory discusses the relationship between master and slave. Although masters and slaves live in the same sphere, they have different knowledge and experiences. This is due to their different positions in social life. Then this theory was developed by Nancy Hartsock. Hartsock developed this theory and has a view on the relationship between men and women. Hartsock applies Hegel's concept of masters and slaves as well as Marx's ideas about class and capitalism to issues of sex and gender. People then use the term Standpoint Theory more than the Feminist Standpoint Theory. This is because there is no consensus on the meaning of "feminist" itself. Many researchers make a definition of "feminist". However, Hartsock has its own definition. As standpoint theory suggests, women should be seen as active consumers in reality and the individual's personal perspective is the most important source of information on their experiences. Standpoint theory gives women the authority to have and voice their own experiences and opinions [4]. Women's standpoint is not just a point of view or the way women know something, but furthermore as a proof of the existence of women in the world.

3. RESEARCH METHOD

The research method is basically a scientific way to obtain data with a specific purpose and use [5]. Based on this, there are four keywords that need to be considered, namely the scientific method, data, purpose and usability. The scientific method means that research activities are based on scientific characteristics, namely rational, empirical, and systematic. Based on the explanation above, it can be concluded that the research method is a scientific way to obtain data with certain purposes and uses. This study uses qualitative methods and data sources, namely secondary data. Secondary data was obtained from a literature review of books, previous research, internet sources, and other data sources to support this research. The data collection technique was carried out to gain a deeper theoretical understanding of women's self-image. literature study (library research). The data sources for this research are books, journals, and websites internet that is relevant to the topic discussed which can be used as a reference for making scientific papers.

4. FINDINGS AND DISCUSSIONS

In the discussion section, the forms of the image of women are explained . The female image contained in the figure of Ji Sun Woo in the Korean drama The World of the Married. There are two forms of female image in Ji Sun Woo's figure in the Korean drama The World of the Married, namely self-image and female social image. The division is based on the depiction of the female main character's self-image through physical and psychological aspects, as well as the depiction of the female main character's relationship with her family and society. In the following subsections, the forms of these two figures are described.

4.1 Female Self Image

Self-image is one of the important elements to show who we really are. A person's self-image is formed from the journey of past experiences, successes and failures, the knowledge he has, and how others have judged him objectively[5]. A woman's self - image can be interpreted as a description of her physical and psychological state which is depicted through a description in a story . In the Korean drama The World of the Married, the main female character's physical image is depicted through the character Ji Sun Woo. The physical image of the female main character is described as follows.

4.2 Physical Image of Female Characters

Physical image can be interpreted as a physical image of a woman that can be seen with our eyes. A description of a woman based on physical characteristics, such as: gender, age, body condition, and facial features of a woman. The state of the woman's body is one aspect of the physical image that can be seen throughout the narrative, the condition of the woman's body includes all members of the body from head to toe. The state of the body in question is all the limbs that are seen and owned by the main female character. In the Korean drama The World of the Married, the physical image of the female main character is depicted with a narrative that shows that women have beautiful physical features.

The image of a beautiful woman is depicted by the character Ji Sun Woo in the drama. In the story, Ji Sun Woo is described as a beautiful woman with a very charming body beauty, white skin that is soft as silk, and her beautiful face glows like a full moon. Ji Sun Woo's charming beauty makes men want

to make her a wife. However, Ji Sun Woo chose the wrong partner because he ended up being disappointed. From the description, it can be seen that Ji Sun Woo's figure has a perfect physique. This can be seen in the narration of the story that states Ji Sun Woo's beauty through the sentences "her skin is soft like silk", "her face is beautiful, radiant like the full moon". The depiction of a female character physically in the Korean drama *The World of the Married* is in accordance with the opinion that the physical image is described by the physical condition of the female character [6], while the psychic image is described by the character and behavior of female characters.

Psychic Image of Female Characters Psychic Imagery can be interpreted that women can be symbolized through their psychic aspects [7]. This is because women are individuals who have feelings, thoughts, and desires. Therefore, the psychic image of women can be described through their emotional strength through a story. The psychic image of women in the Korean drama *The World of the Married* is depicted through the main character Ji Sun Woo. All the psychic images seen in Ji Sun Woo's character will be explained as follows.

The Image of a Patient Woman In the Korean drama *The World of the Married*, there is a story that describes a woman with a patient attitude. Ji Sun Woo who was betrayed by her own husband, Lee Tae Oh. Seen in the scene when Ji Sun Woo finds out the evidence of her husband's infidelity, she tries to remain patient with it and find out the truth. Ji Sun Woo is described as choosing a calm and patient attitude in dealing with her husband. On her husband's birthday, she was about to stab him with a pair of scissors, but because she had a critical mind, she gave up her intention and devised a plan to take revenge in another way. Despite feeling nervous, Ji Sun Woo tried to be calm and patient so that the planned tactics went smoothly.

The patience of Ji Sun Woo's character is also shown when he is humiliated by his friends. Ji Sun Woo has done many ways to always look good in the eyes of his friends. However, her friends betrayed her and sided with her husband. Ji Sun Woo patiently faced his friends' attitude. Ji Sun Woo's patience paid off, finally his friends found out the truth and sided with him. The depiction of the image of the female character through Ji Sun Woo can be seen that women also have a patient attitude. Patience in this case is not because of fear. This patient attitude is an effort to be able to master the situation and be able to determine the right decision [8]. This patient attitude is an effort so that women are not in a hurry to take an action and plunge them into problems. This is in accordance with the assumption of feminists that women must be able to respect themselves and dare to make decisions so as not to be underestimated by men.

4.3 Good Girl Image

The image of a good woman is depicted through the character Ji Sun Woo. The kindness of the main character Ji Sun Woo can be described that she is not a perfect mother but tries to be the best mother for her child, Lee Joon Young. Ji Sun Woo seems to be a busy woman and overprotective of children, but what she does is solely for the sake of her child's happiness. Even when his son made him cry, Ji Sun Woo still loved him. Although busy, Ji Sun Woo still tries to make time to pick up, deliver lessons, cook, and others.

Ji Sun Woo's kindness didn't end there. A woman who can benefit many people, her career as a doctor as well as a young director has made her an influential figure in Gosan City. The doctor's noble mission is to help others and heal the sick, Ji Sun Woo has that concern to sincerely help many people, especially the character Da Kyung (her husband's affair) to check her pregnancy. Through the personal depiction of Ji Sun Woo's character, it can be seen that Ji Sun Woo's figure has a good personal depiction. Ji Sun Woo's character who has power in Gosan City proves that women can make their own decisions.

4.4 Strong Woman Image

The strong nature of the main character Ji Sun Woo can be described that when he is sad and angry about Lee Tae Oh's actions, Ji Sun Woo is still looking for ways to save his marriage. But not only infidelity, even the money and insurance for his child that was embezzled by Lee Tae Oh actually made Ji Sun Woo even more impatient and finally decided to divorce. Ji Sun Woo's strong nature doesn't end there, with a broken relationship, Ji Sun Woo is still trying to keep his family together. Despite failing to defend Lee Tae Oh, Ji Sun Woo still doesn't give up on defending his child's custody. Ji Sun Woo tried to run away until he was beaten just to keep his son with him. Through the personal depiction of Ji Sun Woo's character, it can be seen that Ji Sun Woo's figure has a strong personal image. Ji Sun Woo's character who stands firm to defend her family proves that women can hold on to their beliefs.

4.5 Women's Social Image

Social image is defined as women in their lives, namely playing a role in family and society [9]. The social image is depicted in the form of the relationship between the main female character and the community [10],[11]. This is described by the character Ji Sun Woo who dares to make decisions. The image of a woman who dares to make a decision is depicted when Tae Oh's money and insurance for her child have been embezzled by Tae Oh, which makes Sun Woo unable to stand it and finally decides to divorce. Ji Sun Woo also bravely visited Yeo Da Kyung's house, the woman who became her husband's affair and revealed everything in front of Yeo Da Kyung's parents. Without a husband or other people she can turn to for help, Ji Sun Woo can still take care of everything. She continues to do well at the hospital, cooks well, makes time for Joon Young, and doesn't dwell on sadness. From the depiction of Ji Sun Woo's character, it can be concluded that women also have the opportunity to become leaders, are able to determine attitudes, and are able to make decisions. Ji Sun Woo's attitude is in line with feminist ideals that want equal rights between women and men. The image of Ji Sun Woo's character is able to align with men. In accordance with the opinion expressed that feminist literary criticism includes research on how women are depicted and how women's potential in the midst of patriarchal power [12].

5. CONCLUSION

The image of the female character in the Korean drama *The World of the Married* is depicted in the female lead Ji Sun Woo. The image of the female character in the drama is depicted in two forms, namely the female self-image and the female social image. Women's self-image is described in physical and psychological forms. The physical image is described through the character Ji Sun Woo. The character is described with a beautiful physique. Furthermore, the psychic image of the female character is described including the image of a patient woman, the image of a good woman, and the image of a strong woman. The social image of women is depicted in the relationship between women and society, namely women who dare to make decisions.

The forms of women's images describe the position of women in the Korean drama *The World of the Married*. The female characters in the drama are described as having the same behavior as men. The female characters in the drama have actions that are able to determine their own path in life without being afraid of male domination. The depiction of the image of the main female character in the story does not always focus on the physical image, but also through behavior. Therefore, through the depiction of the behavioral images of the female main characters, it can be seen that the image of women in the drama *The World of the Married* is in accordance with the ideals of feminism, namely being equal with men.

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