

## **ABSTRACT**

The research entitled “Bullying in Korean Drama (Reception analysis in Korean Drama School 2015)” aims to describe the audience’s reception of the bullying element contained in the Korean Drama School 2015.

This research uses qualitative research method with descriptive research type and use analysis approach reception (reception analysis) Stuart Hall. Reception analysis is used to see and understand the responses, acceptance, attitudes, and meanings that are produced or shaped by audiences or readers. The purpose of this research was to determine the position of the audience according to Stuart Hall’s three reading’s on bullying elements in Korea Drama School 2015. The three positions are dominant reading, negotiated reading, and oppositional reading. This research uses constructivism paradigm, but they still decide to watch the drama on the grounds that they are interested in the plot and ending of the school 2015 drama.

Based of the research result show that the audience’s position in their acceptance of the bullying element in Korean Drama School 2015 is oppositional reading, they disagree with the bullying element shown in Korean Drama School 2015.

Keywords : Analysis of Reception, Bullying, Korean Drama