

ABSTRACT

Drama is one of the television media that can influence both cognitively, affective and conative while forming thoughts for those who watch based on the message conveyed in it. My ID is Gangnam Beauty is a Korean drama that aired in 2018 which illustrated the implied message about the meaning of appearance, beauty and happiness for women. The drama also shows inequality and injustice for women carried out by men which leads to the flow of feminism. The purpose of this research is to find out the meaning of the message of feminism in the level of reality, level of representation and level of ideology. To achieve the purpose of this research, the researcher used a qualitative approach with John Fiske's semiotic analysis based on television codes which are divided into three levels, there are level of reality, the level of representation and the level of ideology. The results of this research indicate that there are values of feminism at the level of reality through codes of expression, dress, speech and gesture. In the level of representation, the values of feminism are shown through the code of camera, character, dialogue and action. In the level of ideology the values of feminism represented are existentialist feminism which women do not have the definition of existence and liberal feminism which women have the same rights to advance themselves as well as men.

Keywords: *Representation, Semiotics, John Fiske, Feminism*