

## ABSTRACT

*A Nielsen Korea study revealed that the Korean drama *It's Okay Not To Be Okay* was popular in both Korea and Indonesia. The drama got the highest peak rating with a total of 7.6%. The drama discusses the topic of mental health and looks for a different side to the autistic character played by Moon Sang-tae. Similar to the majority of romantic comedy or dramas that are well-liked by the public, this Korean drama packs the story effectively employing romance genre tales to draw in more viewers. Korean dramas, like the ones that are currently very popular with viewers, do not simply depict love, friendship, or hostility. The viewers of the Korean drama will also learn moral lessons from it. This research was done to find out the moral message found in the Korean drama *It's Okay Not To Be Okay* using constructivism paradigm in this study together with qualitative methodologies and Charles Sanders Peirce's semiotic analysis, namely the triangle of meaning that consists of the representament, object, and interpretant. The findings of this study suggest that the Korean drama *It's Okay Not To Be Okay* has a moral message, specifically dealing with past trauma, having sympathy and empathy, parental love, not lying, accepting and respecting differences, don't get stuck in a comfort zone, don't be selfish, humble, expressing emotions and feelings, life must go on, self-disclosure, and negative stigma about autism.*

**Keywords:** *Moral Message, Korean Drama, Charles Sanders Peirce's Semiotics*