

## **ABSTRACT**

The purpose of this study entitled "Ideology of South Korean Journalists In Korean Drama Series (Qualitative Study of John Fiske's Semiotics Approach In Korean Drama Pinocchio)" is to know the meaning of the ideology of South Korean journalists in the Korean drama, Pinocchio. The theory used in this study is John Fiske's semiotic analysis with television codes which are divided into three levels: reality, representation, and ideology. The method used in this study is qualitative research methods with constructivism paradigm.

The results of the study which are examined from a total of seven sequences taken from episodes 14-16 of Pinocchio dramas show that the meaning of the ideology of South Korean journalists in the Korean drama Pinocchio can be built through a level of reality, representation, and ideology drawn from the drama and appropriate with the elements which has been selected.

The conclusion of this study, according to Pinocchio dramas, South Korea use theory libertarian pers.

Keywords: Semiotics, John Fiske, Ideology Journalists, Drama Korea.