

ABSTRACT

The purpose of this study entitled "Representation of journalists professionalism in Korean drama Pinocchio (Study of John Fiske's Semiotics" is to know the meaning of the journalist professionalism 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 thirteen sequences taken from some episodes 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, There are two ideologies in it, namely, YGN media have done a professional job by promoting accurate and factual news, while the MSC media thinking more about their reputation or rating in the eyes of the public by dramatizing even manipulate the news.

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