

**BEING A KOREAN WOMAN: THE DEPICTION OF FEMININITY IN
KOREAN TV DRAMA *THE HEIRS***

A THESIS



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Submitted as Partial Fulfillment of the Requirements for the Sarjana Degree of

English Department Faculty of Humanities

Universitas Airlangga Surabaya

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DECLARATION

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Shafira Bella

This thesis is gratefully dedicated to you, readers. May you find the answers to the questions that bring you here.



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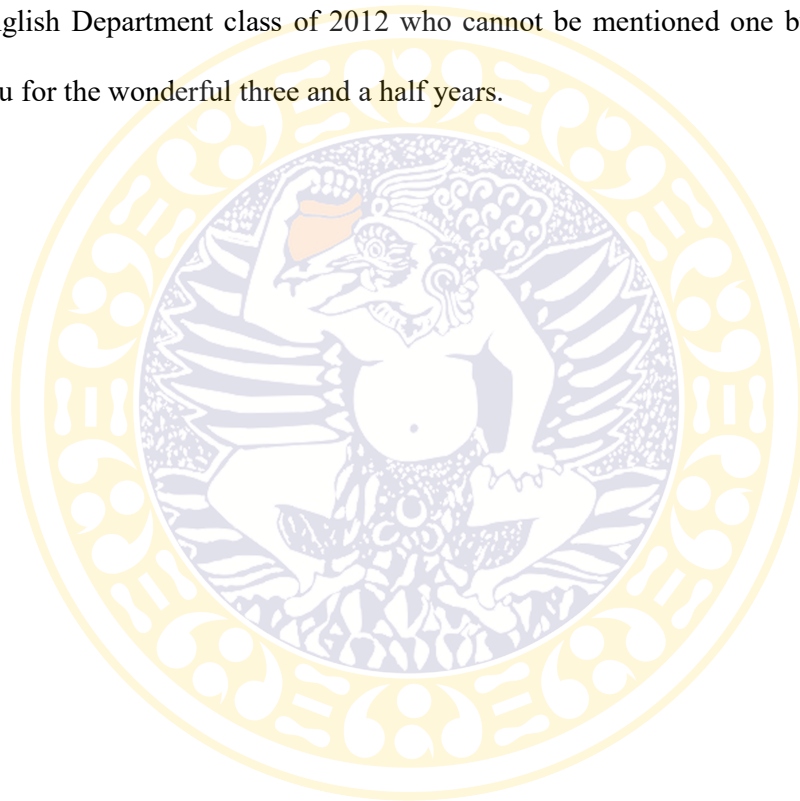
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**AT THE END OF HARDSHIP
COMES HAPPINESS.**

—*Korean Proverb*



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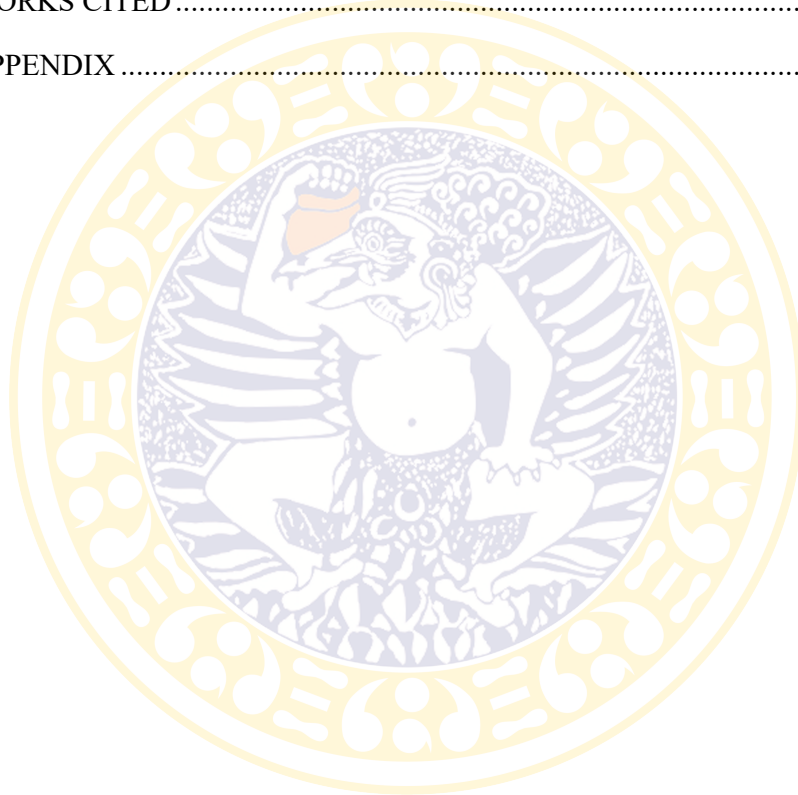
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ABSTRACT

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As a form of media, Korean TV dramas become one of the most effective instruments in constructing gender. The act of gender construction is reinforced when a particular program is highly favored, just like how it works in *The Heirs*. This study seeks to unveil how femininity is portrayed through the female protagonist in a Korean TV drama, *The Heirs*, which mainly dwells on the issues of love life of a rich heir who falls for a poor girl. This issue comes up due to Confucianism values as determining influence of gender construction in South Korea. The whole 20 episodes served as data with the length of each episode is around 60 minutes. However, only the scenes depicting the female protagonist, Cha Eun Sang, while performing feminine traits are coded. By conducting content analysis, it is found that the frequency of Cha Eun Sang doing household works is the highest. Hence, this study concludes that the representation of femininity in this Korean TV drama affirms traditional gender roles by portraying the female protagonist as being submissive, doing household activities, keeping her hair long, affectionate and dream nothing but a prince charming. Cultural proximity between cultures in South Korea and Indonesia is clear, instituting the idea of keeping women within domestic sphere and obliged them to live a family-oriented life while promoting patriarchy at the same time.

Keywords: Femininity; Gender Roles; Korean TV Drama; Patriarchy; The Heirs