

ABSTRACT

Recently media become one of influential agents in promoting women construction in society that are portrayed as inferior to men. The way media portrayed women is reinforced by traditional gender roles and patriarchy. The popularity of *Korean Wave* recently becomes one method to deliver the idea of patriarchy, since South Korea adopts Confucian values which have the same concept as patriarchy. From the explanation before, the writer decided to analyze women stereotypes represented in Korean TV show, *Running Man*. *Running Man* consists of seven members, and one of them is a woman names Song Ji Hyo. This study uses feminism and femininity in Korea as the theories. Using qualitative as the method and content analysis as the approach, the study aims to seek women stereotypes represented by Song Ji Hyo in Korean popular TV show, *Running Man*. The study found that even though Song Ji Hyo looks strong and independent in this show, she still represents the characteristics of women role in patriarchal society.

Keywords : Women Stereotypes, *Running Man*, Confucian values, Variety Show, Content Analysis.