

# Glass Ceiling dan Efikasi Diri Perempuan dalam Serial TV 'Misaeng: Incomplete Life' dan 'Search WWW = Glass Ceiling and Women Self-Efficacy in TV Series 'Misaeng: Incomplete Life' and 'Search: WWW'

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## Abstrak

Dalam masyarakat yang modern, perempuan di Korea masih mengalami kesulitan dalam menghadapi glass ceiling di tempat kerja. Dalam menanggapi masalah ini sudah banyak hal dilakukan termasuk meningkatkan kesadaran masyarakat melalui media. Untuk mengkaji pesan dan makna penulis serial TV Korea mengenai fenomena glass ceiling dan efikasi diri perempuan di perusahaan, penelitian dilaksanakan dengan fokus cara penulis menyajikan permasalahan tersebut. Metode yang digunakan adalah studi pustaka dua serial TV dengan analisis komparatif menggunakan teori tiga aspek penanda mentoring oleh Crawford dan Smith. Penulis memilah dialog ke dalam kategori aspek penanda mentoring dan menganalisis bagaimana hubungan efikasi diri dan glass ceiling ditampilkan. Dalam penelitian ini ditemukan bahwa kedua serial TV mengkritik permasalahan glass ceiling dan mentoring di perusahaan dengan cara yang berbanding terbalik. Penelitian ini menggaris bawahi pentingnya peran media untuk memberikan kesadaran akan permasalahan glass ceiling dan solusinya kepada masyarakat

<hr>In modern society, women in Korea still suffer from facing glass ceiling in the workplace. Several efforts have been done in respond to this issue including raising public awareness through media. To examine messages and meanings of Korean TV series writer about the glass ceiling phenomenon and women self-efficacy in the corporate, a research has been done focusing on the way TV series writers presented those problems. The methods used in this research are literature study on two TV series through comparative analysis using three aspects of mentoring significance theory of Crawford and Smith. Chosen dialogues were sorted out into categories of mentoring significance aspects and the relationship between glass ceilings and mentoring shown in the serial TV were analyzed. In this research it was found that the two TV series criticized glass ceiling and mentoring problems in the corporate through opposite ways. This research highlights the importance of media roles in raising awareness about glass ceiling problem and the solution to the society.