

ABSTRACT

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This research delves into moral values within the Korean Drama "Little Women," employing theoretical frameworks by Linda and Richard Eyre on moral values, alongside Charles Sanders Peirce's semiotic theory. Utilizing a descriptive qualitative approach through library research, primary data from the drama's dialogue are scrutinized, supported by secondary sources to enrich analysis. The application of semiotic theory to the drama demonstrates that dialogues (representamens) interact dynamically with scenes (objects), yielding diverse interpretations (interpretants). The study identified 16 instances of moral value dialogues categorized into six themes: honesty (2 occurrences), courage/bravery (3 occurrences), self-discipline (2 occurrences), loyalty (2 occurrences), respect (2 occurrences), and empathy/tolerance (5 occurrences) highlighting empathy/tolerance as the most prominent moral value. This approach enhances understanding of the drama's thematic depth and underscores cultural and ethical dimensions expressed through its characters and plot dynamics.

Keywords: Moral value, Semiotic, Charles Sanders Peirce, Korean Drama

