

**IDENTIFIKASI KONTEN BUDAYA TRADISIONAL KOREA DALAM
FILM THE KING'S LETTERS (나랏말싸미) MELALUI PENDEKATAN
SEMIOTIKA CHARLES SANDERS PEIRCE**

SKRIPSI

Diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Sarjana
Pendidikan Bahasa Korea



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ABSTRAK

Budaya tradisional Korea memainkan peran penting dalam membentuk identitas nasional dan sering disampaikan melalui media seperti film. Film "The King's Letters" menggambarkan penciptaan Hangeul pada masa Dinasti Joseon di bawah Raja Sejong, yang menyoroti kekayaan budaya Korea. Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis konten budaya tradisional Korea dalam film ini, serta memahami makna dan interpretasinya. Pendekatan deskriptif kualitatif digunakan untuk penelitian ini. Pertama, konten budaya diidentifikasi berdasarkan teori kebudayaan Kluckhohn. Selanjutnya, konten tersebut dikategorikan menjadi gagasan, aktivitas, atau artefak menurut teori budaya tradisional Hoenigman. Terakhir, makna dan interpretasi dari adegan yang mengandung budaya dianalisis menggunakan teori semiotika Charles Sanders Peirce. Hasil analisis menunjukkan bahwa konten budaya tradisional dalam film ini mencakup berbagai aspek seperti sistem sosial, bahasa, religi, kesenian, pengetahuan, dan peralatan. Unsur budaya tradisional yang paling sering muncul adalah sistem sosial dan gagasan. Melalui analisis semiotika, penelitian ini mengungkap makna mendalam dan interpretasi dari adegan-adegan yang terkait dengan budaya tradisional, memperlihatkan bagaimana film ini menyampaikan dan melestarikan nilai-nilai budaya Korea. Penelitian ini diharapkan dapat memberikan pemahaman yang lebih dalam tentang representasi budaya Korea dalam film serta kontribusi teori semiotika Peirce dalam menginterpretasikan konten budaya dalam media.

Kata Kunci: analisis konten, film, budaya tradisional Korea, penelitian kualitatif, semiotika

ABSTRACT

Traditional Korean culture plays a crucial role in shaping national identity and is often conveyed through various media, including film. "The King's Letters" portrays the creation of Hangeul during the Joseon Dynasty under King Sejong, showcasing Korea's rich cultural heritage. This study aims to identify and analyze traditional Korean cultural content in the film and to understand its meaning and interpretation. A qualitative descriptive approach was employed. Initially, cultural content was identified based on Kluckhohn's theory of culture. Subsequently, this content was categorized into ideas, activities, or artifacts using Hoenigman's theory of traditional cultural content. Finally, the meaning and interpretation of scenes containing cultural elements were analyzed using Charles Sanders Peirce's semiotic theory. The analysis reveals that the film features various aspects of traditional Korean culture, including social systems, language, religion, arts, knowledge, and equipment. The most frequently represented elements are social systems and ideas. Through semiotic analysis, this research uncovers the deep meanings and interpretations of scenes related to traditional culture, demonstrating how the film conveys and preserves Korean cultural values. This study is expected to offer a deeper understanding of the representation of Korean culture in film and the contribution of Peirce's semiotic theory to interpreting cultural content in media.

Keywords: content analysis, films, Korean traditional culture, qualitative research, semiotics

초록

한국 전통 문화는 국가 정체성을 형성하는 데 중요한 역할을 하며, 영화와 같은 다양한 매체를 통해 전달된다. 영화 "나랏말싸미"는 조선시대 세종대왕 아래에서 한글 창제 과정을 그리며, 한국의 풍부한 문화 유산을 조명한다. 본 연구의 목표는 영화에서 나타난 한국 전통 문화 콘텐츠를 식별하고 분석하며, 그 의미와 해석을 이해하는 것이다. 연구는 질적 기술적 접근을 사용하였으며, Kluckhohn의 문화 이론을 바탕으로 문화 콘텐츠를 식별하고, Hoenigman의 전통 문화 이론을 통해 이를 아이디어, 활동, 유물로 분류하였다. 이후 Charles Sanders Peirce의 기호학 이론을 적용하여 장면의 의미와 해석을 분석하였다. 분석 결과, 영화는 사회 시스템, 언어, 종교, 예술, 지식, 장비 등 다양한 전통 문화 요소를 포함하고 있으며, 그 중에서 사회 시스템과 아이디어가 가장 자주 나타난다. 기호학 분석을 통해 연구는 전통 문화와 관련된 장면의 깊은 의미와 해석을 밝혀내었으며, 영화가 한국의 문화적 가치를 전달하고 보존하는 효과적인 매체임을 보여주었다. 본 연구는 한국 문화의 기호학적 연구를 풍부하게 하고, 영화가 전통 문화를 전달하고 보존하는 데 효과적인 매체가 될 수 있음을 입증하였다.

키워드: 콘텐츠 분석, 영화, 한국 전통 문화, 질적 연구, 기호학.

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