

ABSTRACT

**Representations of Parents' Ambitions to The Education of Their Children in Korean Drama "Sky Castle"
(Semiotic Analysis Charles Sanders Peirce)**

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Parents' ambitions of their children's education make them willing to do anything to achieve their goals. Depicted through the Korean drama "Sky Castle", which tells the story of parents who want success through education. This research interesting because there aren't many research that have raised similar topics, the results are expected to be a discourse in making decisions for children's education more wisely. Using Charles Sanders Peirce's Semiotics method, triadic concepts, signs, objects, interpretants and conceptual approach, icons, indexes and symbols. Using the constructivist paradigm. The symbols as the cause of parents' ambitions are, to maintain social status, want children to be successful, forms of redemption parents' past. The manifestation of ambition seen in the efforts of parents who can do anything no matter if it violates ethics. Symbols of ambitious parents behavior depicted by, intimidating learning methods, overtime learning, demanding children to get perfect scores. The symbols of impact are, pressure that causes stress, children show a rebellious attitude and hostile to their parents. Based on these results as well as interviews with the expert, can be concluded that unrealistic demands will have the potential for bad psychological conditions, unilateral decisions without involving children cause children feel victimized.

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