

ABSTRACT

DEPICTION OF COLOR AS LESBIAN, BISEXUAL AND QUEER CHARACTER IDENTITY IN THE EUPHORIA SERIES

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Euphoria is a series known for its portrayal of complex and controversial characters in exploring the lives of teenagers, including issues around sexual orientation and gender identity. One aspect that sets the *Euphoria Series* apart is the use of color as the character's identity. Each character in *Euphoria* has a special color that represents their personality, feelings and experiences. This use of color provides a unique visual dimension and helps explore the emotional depth of each character. This study aims to analyze the depiction of color as the identity of lesbian, bisexual, and queer characters in the television series *Euphoria*. This research method uses a qualitative approach to content analysis research methods. The unit of analysis is scenes featuring lesbian, bisexual, and queer characters from season 1 (one) to 2 (two) which are identified and analyzed to see the use of color in the depiction of the character's identity. This research provides a deeper understanding of how color representations can be used to represent lesbian, bisexual, and queer character identities in an audiovisual context.

Keywords: Color Depiction, Character Identity, LBQ, *Euphoria*, Content Analysis

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