

## ABSTRACT

### ***Audience Interpretation of the Roles and Functions of Public Relations Consultants (Analysis of Reception of the Korean Series "RACE" by Public Relations Practitioners in the Jabodetabek Area)***

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*This study aims to understand the audience's interpretation of the roles and functions of public relations consultants in the Korean drama "Race." The series portrays the profession of public relations in a major Korean company, realistically depicting the life, work, and challenges faced by PR practitioners in handling communication crises and building public image through PR tasks and functions. This research employs a descriptive qualitative method with reception analysis. Based on interviews with four informants, the study reveals that three informants are in a dominant-hegemonic reading position, meaning they interpret the messages conveyed in the Korean drama "Race" as illustrating the roles and functions of PR practitioners to the public, as well as the struggles and journeys a PR practitioner undergoes in fulfilling their roles and functions. One informant, however, is in an oppositional reading position, meaning they reject the portrayal based on their personal experiences. No negotiated reading positions were found in this study*

**Keywords:** Roles and Functions of Public Relations, Public Relations Practitioners, Korean Drama Race, Reception.