

ABSTRACT

FACTORS OF WOMEN LEADERSHIP STYLE IN KOREAN DRAMA SERIES CHARACTERS (Qualitative Content Analysis of the Characters of Hwang Do Hee, Oh Kyung Sook and Son Yong Shim in the Netflix Series "Queenmaker")

Anindita Marshalliza¹⁾, Suci Marini Novianty, S.IP., M.Si.²⁾

¹⁾ Student of Communication Science Department, Universitas Pembangunan Jaya

²⁾ Lecturer of Communication Science Department, Universitas Pembangunan Jaya

Series is a form of art that can be a means of entertainment for its audience. Apart from being a means of entertainment, serials also have the power to convey messages widely. Not a few series are inspired by issues happening around them. "Queenmaker" is a drama series from South Korea that raises the issue of power struggles in the political environment and the role of women as leaders. Hwang Do Hee, Oh Kyung Sook and Son Yong Shim are three characters who can represent the polemics that women face when applying for candidacy or participating in politics. In terms of leading, the three characters have different leadership styles. The main concept of this research is Klenke's female leadership style. This style is divided into two types, namely feminine leadership style and masculine leadership style. Each style can be identified through five factors which include operating style, organizational structure, basic objectives, problem-solving style and key characteristics. This research uses a constructivism paradigm and qualitative content analysis methods. This research obtained results of 48% of scenes showing women's leadership styles. The research results show that the key characteristics category dominates the most because it is the category with the most indicators. Meanwhile, organizational structure obtained the least results. Each category has indicators that can identify each woman's leadership style. The results obtained from the research show that Hwang Do Hee has a predominantly masculine leadership style, Oh Kyung Sook has a predominantly feminine leadership style and Son Yong Shim has a completely masculine leadership style.

Keywords: Women Leadership Style, Korean Series, Qualitative Content Analysis

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