

## ABSTRACT

**Almaani, Lutfiatul Muawanah.** 2021. *Representation of South Korean Pop Culture in Fashion K-Pop Idol*. Thesis, English Department, Faculty of Letters and Philosophy, Panca Marga University Probolinggo. The advisors are (1) Sri Andayani, S.S., M.Hum. and (2) Indra Tjahyadi, S.S., M.Hum.

This research analyze Representation of South Korean Pop Culture in Fashion K-Pop Idol. One of the trends in K-Pop idol is a fashion outfit and fashion brand. There is appearing in a blazer is a casual style, not only in clothes, K-Pop idol also express popular fashion with accessories and hair colour. One of the brand fashion is Gucci. The purpose of this study is to describe the meaning and describe representation in fashion K-Pop idol. The scope of this study is cultural study by using semiotics in Charles Sanders Pierce theory. The limitation of this research in the picture, fashion, outfit, accessories and brand of K-Pop idol, which describe representation of south korean pop culture in fashion K-Pop idol.

The theory on semiotics analysis is based on Charles Sander Pierce : sign-object-interpretant, or is called the triangle theory of meaning. The method of this research use of method analyze a research design, data source, data collection method and data analysis method. This research is qualitative and descriptive with analisys all picture fashion, outfit, accessories and brand which describe representation in fashion K-Pop idol.

The result shows that Korean teenagers are considered to have their own uniqueness, which is different from the fashion styles that come from Western countries so that the uniqueness of Korean-style clothes is identical to the bright colors of clothes and can easily be combined with Asian body colors and skin., K-Pop idol fashion is indeed in great demand by many people, especially K-Popers, they even imitate all the styles that their idols wear from outfit to brands worn by their idol.

**Keywords:** Representation, South Korea, Pop Culture, Fashion, K-Pop Idol.