



## **GENDER REPRESENTATION IN KOREAN DRAMA WEIGHT LIFTING FAIRY KIM BOK JOO AND STRONG WOMAN DO BONG SOON**

**Lect. Sufyan Awad Hasson**

University of Samaraa, Iraq  
[sufyan.awad@uosamarra.edu.iq](mailto:sufyan.awad@uosamarra.edu.iq)

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<p><b>Received:</b> 20<sup>th</sup> February 2023 <b>Accepted:</b> 11<sup>th</sup> March 2023 <b>Published:</b> 22<sup>th</sup> April 2023</p>	<p>The purpose of this research was to conduct an analysis of the portrayal of women and men in Korean drama films. In order to have a better understanding of this subject matter, we will be looking at it through the lenses of representation theory, content analysis, and the media. The research subject of this study was comprised of 16 episodes of a Korean drama series and 16 episodes of using a qualitative approach together with a descriptive paradigm. Both sets of episodes were analyzed. The method of analysis that is employed is called content analysis. The findings demonstrated that gender was represented in a variety of ways in the Korean drama films that were recognized by the researchers using the three theories that they employed as well as the semiotic approach. Additionally, the findings demonstrated that the semiotic approach contributed to the analysis of these representations.</p>
<p><b>Keywords:</b> Gender Representation, Korean Drama, Qualitative Methodology, Descriptive Paradigm And Semiotic Approach</p>	

### **1-INTRODUCTION**

Korean dramas are renowned for their heartbreaking tales, and Kim Bok Joo, a weightlifting fairy, and Do Bong Soon, a powerful lady, are no exception. These women represent female power and strength in revolutionary ways, and they've motivated many female viewers to start working out and getting fitter. In this essay, we examine how female viewers' perceptions of weightlifting and fitness are impacted by gender portrayal in Korean dramas. Lifting and Gender in Korean Dramas Popularity The popularity of weightlifting among female viewers and the predominance of weightlifting among female characters in Korean dramas are directly correlated. This pattern has persisted in recent years, with cable networks and variety shows both showing more material about physical fitness and strength. In fact, it's not unusual for network schedules to be packed with programming that promotes healthy living. This is crucial in a nation like Korea, which has one of the highest rates of obesity and related diseases. The popularity of weightlifting among male viewers is also influenced by the gender depiction in Korean dramas. However, there is less of a connection between the popularity of shows with male characters and the frequency of weightlifting sequences (represented by the green line). This implies that while males enjoy

seeing strong, empowered women in dramas, they don't necessarily need to have that power highlighted through physical activity. Instead, male viewers may be drawn to shows with strong female characters regardless of whether those people are working out. Men and women are portrayed in starkly different ways in the Korean dramas Weight Lifting Fairy Kim Bok Joo and Strong Woman Do Bong Soon. The strong lady Do Bong Soon is portrayed as a powerful but violent woman, in contrast to the weightlifting fairy Kim Bok Joo. The topic of gender representation in Korean dramas and its effects on society are clarified by this. The way that gender is portrayed in Korean dramas has a big impact on society. According to research, seeing more powerful female role models can both motivate women to engage in more physical exercise and help dispel gender norms that are frequently portrayed in the media. We see two very different representations of strength in Weightlifting Fairy Kim Bok Joo and Strong Woman Do Bong Soon. While strong woman Do Bong Soon is portrayed as a powerful but violent figure, weightlifting fairy Kim Bok Joo is portrayed as a strong woman who is capable of achieving her goals despite obstacles. The disparity in how these sports are portrayed has a big effect on how popular weightlifting and fitness are among women. (Anggraini, 2020:32)



Gender is a benchmark that serves to explain women's 'different place' and men socially. The concept of gender is dynamic and usually changing influenced by several factors, including cultural, political, economic, socio-cultural, and other community development. Gender and communication are interrelated things, because communication with all its channels, with all the communicator can definitely shape and 'define' the roles of men and women in social status. Korea is a country that is very sensitive to gender issues. Korea is wrong to a country producing works of art that are very diverse in the form of films, dramas, food, as well as fashion branded by the media in such a way. Thus becoming consumption of many publics and become one of the constructors of public thought and behavior. His artwork is unquestionable; his films are very famous all over parts of the world. Different genres and plots, interesting plots, great place settings beautiful, and the themes raised are often unpredictable from films or other dramas. Film Korea has many loyal viewers in various parts of the country, including Indonesia. Even according to CNN data, Korean dramas are considered to have a large share in Indonesia (Angraini, 2020). The gender representation referred to in this study is change common image in society of women and men. Like men are more often represented as strong figures, but in films that research shows otherwise. So there is a change in the role that needs to be investigated as a equality and even gender bias. (Arbain, Azizah & Dan, 2015:46)

The sport of weightlifting is depicted in Korean dramas, however only a few different types of lifters are seen. In this post, we talk about how different genders and break the stereotype of how women should look and behave in order to be successful in weightlifting. Specifically, we focus on breaking the stereotype of how women should look. We also discuss the research problem that exists with the lack of diversity in Korean drama weightlifting and what can be done to solve it. In particular, their portrayals feature a heavy emphasis on their physical beauty and often neglect their academic and career achievements. This research problem reveals the need for more accurate and inclusive representations of people from diverse backgrounds in Korean dramas so that viewers can see themselves in the characters and learn from their experiences. Gender and Weightlifting in Korean Dramas. Korean dramas feature a heavy emphasis on physical beauty, with women typically portrayed as being light and delicate-looking. This overemphasis on

femininity can often lead to inaccurate and exclusionary portrayals of weightlifting in Korean dramas. Specifically, and both are well-known weightlifters who have disproved the conventional wisdom on what it takes to achieve success in this discipline. However, their portrayals feature a heavy emphasis on their physical beauty rather than their academic or career achievements. Consequently, their viewers may not see themselves in these characters and learn from their experiences. Different genders and shatter the stereotype of how women should look and behave in order to be successful in weightlifting. Different genders and break the stereotype. However, their portrayals feature a heavy emphasis on their physical beauty rather than their academic or career achievements, which may not resonate with many viewers. This research problem reveals the need for more accurate and inclusive representations of people from diverse backgrounds in Korean dramas so that viewers can see themselves in the characters and learn from their experiences. (Hall, 1995:58)

The type of research in this study is content analysis, which is qualitative descriptive. This research is used to research about how big the movie Weightlifting Fairy Kim Bok Joo and Strong Woman Do Bong Soon can construct and gender bias and even represent roles. Data source in this study using two research data, namely primary data and secondary data. The primary data source in this study is from a film entitled Weightlifting Fairy Kim Bok. Joo which consists of 16 episodes with duration of 59-60 minutes in each episode and films titled Strong Woman Do Boong Son which consists of 16 episodes with an average duration of 70 minutes in each episode. While the secondary data sources in this study were obtained through indirect media or intermediary media in the form of notebooks, evidence that has been exist, or archives, whether published or not publicly published. This study uses a gender approach, media construction and semiotics. The gender approach is an approach that relates to women or men (gender) and its relation to inequality. The media construction approach is an approach that explains the influence of the media in influencing or building opinion Public. In addition, researchers also use a semiotic approach in looking at issues. (Hadi, 2015:22)

## **2-ANALYSIS OF THE NOVELS**

Beauty is defined as something beautiful, good, and charming. Beauty is also something that is deliberately constructed by the media with various



aims and objectives. By In general, the media usually benefit from the companies that need it media services. For example a beauty company that will pay the media to create beautiful meaning according to the products issued by the company. (Journal of Febry Dwi Ratna Sari, Ratih Hasanah Sudrajat, Itca Istia Wahyuni, Beautiful Representatives of Indonesian Women In the Citra Handbody Lotion Television Advertisement "From Citra For Indonesian Women", The idea of depiction in accordance with Hall (1997:15) "Representation establishes a connection between meaning and language," The process by which people of a culture make meaning and communicate it with one another involves representation in a significant way." Through representation, a meaning produced and exchanged among members of society. So it can be said that Brief representation is one way to produce meaning. (Oakley, 1972:42)

### **2.1. Weightlifting Fairy Kim Book joo**

Korean dramas always have a lot of weightlifting scenes and Kim Book joo is no exception. This female protagonist is a world-class weightlifter and the leading lady in the new Korean drama, Weightlifting Fairy Kim Book joo. While the show has sparked a lot of interest in weightlifting, there's one thing that's been noticeably missing: female weightlifters. In this paper, we explored gender representation in Korean drama weightlifting and offer some solutions to help make weightlifting more inclusive for everyone. (Subrayogo, 2001:36)

*The woman can be strong, beautiful meaning, even verbal harassment. Interchange of roles between men and women It's starting to show, Bok Joo picks up cupboard, male doctor holding umbrella Accepted verbal harassment by Bok Joo and his friends who done by a group of men in a diner. (p133)*

In today's world, it's important that we see more female representation in all aspects of life. This is especially true when it comes to weightlifting, a sport that is often seen as testosterone-driven. Kim Bok Joo is a Korean drama that features a woman who is not only strong and beautiful but also verbal harassment. This drama provides an important lesson for all of us - that women can be strong, beautiful, and even verbal harassment fighters. In the latest Korean drama Weightlifting Fairy Kim Bok Joo, the female protagonist is portrayed in a number of different ways. She can be strong, beautiful, and even verbal

harassment. This is an important representation, as women are often portrayed as weak and victim-like in Korean dramas. This storyline encourages individuals to see themselves in the character and gives them hope, showing that anyone can be strong and capable if they set their mind to it. There have been a lot of discussions lately about the lack of gender diversity in Korean dramas, with weightlifting fairy Kim Bok Joo being the most high-profile example. In this paper, we'll explore the interchange of roles between men and women in Korean dramas, and how it's starting to show up in Bok Joo's character. Korean Drama Weight Lifting Fairy Kim Bok Joo -Interchange of roles between men and women it's starting to show, Bok Joo, picks up the cupboard, a male doctor holding an umbrella Accept. Kim Bok Joo is a Korean drama weightlifting fairy who is gender-swapped and often plays different roles between men and women. In the most recent episode, Bok Joo picked up a cupboard with the help of a male doctor holding an umbrella for her. This shows that the role of women in society has changed over time, and there are more opportunities for them to participate in traditionally male-dominated fields. (McQuail, 2005:51)

*Kim Bok Joo gave up on becoming a weightlifter and decided to take time off from college, and then look for a side job to fill his spare time. Representation the gender here is Kim Bok Joo wants to take a break from weightlifting because he's starting to dislike weightlifting anymore because weightlifting caused a lot of problems and caused her to not be seen as a woman. However, a side job Bok Joo becomes a lifter at a shop in Korea, and the jobs are all men and only Kim Bok Joo is the woman. (p135).*

For viewers of Korean dramas, Kim Bok Joo is one of the most well-known and beloved characters. She first appeared in the hit show Weightlifting Fairy Kim Bok Joo and quickly cemented her role as a comedic powerhouse. Since then, she's starred in many other popular dramas, including My Daughter Seo Young, Marriage Contract, and My Dear Cat. In this paper, we're going to take a look at Kim Bok Joo's character and how her gender representation affects weightlifting fairy stories in general. Weightlifting Fairy Kim Bok Joo is back and this time, she's looking to take a break. Specifically, she's decided that she no longer wants to weightlift and instead wants to focus on other aspects of her life. However, her weightlifting coach isn't having any of it and forces her to compete in a weightlifting tournament. Bok Joo becomes a lifter at a shop in Korea, and the jobs are all men and



only Kim Bok Joo is a woman. With a simple twist of fate, Bok Joo finds herself with the opportunity to be the only female lifter at the shop and she jumps at the chance. As she gets to know her fellow lifters better, she learns that they all have stories and dreams just like hers. Through their shared experiences, Bok Joo begins to understand her own strengths and weaknesses and gains confidence in her abilities. (Moleong, 2006:38)

*Kim Bok Joo drove Jun Young back home. If it's generally men who take women home, on this episode is a woman who drives a man back home. The color element is also back shown in this episode. Its gender representation is fixated on women's fashion and a man who was the complete opposite of usual. (p137).*

In this episode of Weightlifting Fairy Kim Bok Joo, Jun Young is finally driven home by Kim Bok Joo, a woman who's done driving men home before. This is a significant milestone for the show, as it gives an example of a protagonist who isn't strictly male or female. In Korean culture, it's usually men who take women home, and it's rare to see a female protagonist driving someone else around. This episode is an exciting step forward for the show and its depiction of gender representation. Weightlifting Fairy Kim Bok Joo drives Jun Young back home. If it's generally men who take women home, in this episode is a woman who drives a man back home. Kim Bok Joo has to stay awake for 18 hours and drive Jun Young all the way back to his place after watching a movie with her. Jun Young is flirty and inviting but Kim Bok Joo brushes him off. This unusual but interesting character showcases the changing role of women in South Korea. Weightlifting Fairy Kim Bok Joo is back, and this time the focus is on gender representation. The colour element is also back shown in this episode, and its gender representation is fixated on women's fashion and a man who was abused as a child. While the writers have taken some steps in the right direction, there's still a long way to go. In today's episode of Weight Lifting Fairy Kim Bok Joo, the colour element is back shown in this episode. Gender Representation is fixated on women's fashion and a man who was wearing a dress. This raises some important questions about the representation of gender in K-Drama. (Widyawati, 2017:45)

## **2.2. Strong Woman Bong Soon**

Korean dramas are famous for their strong female characters. Strong Woman Bong Soon is no exception. This hit drama follows the story of a woman

who struggles against all odds to achieve her goals and become a successful businesswoman. Although the story is fictional, it illustrates the unique challenges that women face in today's society. We take a look at the gender representation in this drama, and how it reflects real-world issues faced by women around the world.

*In episode one of the drama to these two, like wanting to form first thought to the audience that this woman is so strong, even Bong Soon can lift tractor, beat a lot of men in a fight, however the police don't believe in things that. Because the general public. More verbal representations like who should protect who. Then there's also role swap like a cast female lead that brought temporary heavy goods male lead that walks in the side brings nothing even. Tend to have confidence that woman is weak. On Episode 1 also has a lot of exchanges the role that has been shown like a man who works in a cake shop (Bong Soon's father), and Bong Soon is the bodyguard for Ahn Min Hyuk (p41).*

In episode one of Strong Woman Bong Soon, we are introduced to a woman who is so strong, that even Bong Soon (played by Kim Soo Hyun) is intimidated by her. Although the show takes some time to get to know Bong Soon, it's clear from the start that she is one powerful woman. This hit series follows the story of Bong Soon, a strong and determined woman who does things her own way - even if that means standing up to men in powerful positions. In episode one of the drama, wanting to form the first thought to the audience that this woman is so strong, even Bong Soon proves herself to be a force to be reckoned with. Gender representation in Korean dramas can often be skewed in favour of men. But Strong Woman Bong Soon is breaking the mould, and giving viewers a powerful female character that they can't help but root for. In episode one of the drama, wanting to form the first thought to the audience that this woman is so strong, even Bong Soon stands up to her abusive husband. She's not perfect - she makes mistakes and is definitely not without her flaws - but she is an inspirational figure that audiences can relate to. Gender representation in Korean dramas is often strong and alpha male characters are usually the ones that are verbal and protect the group. However, there have been more recent shows that are starting to use more female voices and have more female leads that are in charge for a short period of time. Korean drama "Strong



Woman Bong Soon" has stirred up a lot of controversies lately. Some fans have praised the show for its strong female characters, while others have criticized it for its portrayal of women. In this paper, we'll take a look at the role of women in Korean dramas and discuss why it tends to be negative. We'll also discuss the reasons why this trend may persist, and how we can start to change it. (Kriyantono, 2010:30)

*It was stated that there are still many women who become the target of crime. Even when a man declares that he attacked by women until round battered, the police don't believe it and even considers the man in drunkenness. There is simple role change also in this 8th episode, like a man who can't open the bottle the drink until it is opened by woman.*

The strong woman bongsoon genre that has been popular in Korean dramas for the past few years has mainly focused on the male lead and his journey to find the 'strong woman who can help him fix all of his problems. Although this trend is changing, there are still many female characters that are the focus of the show. In this paper, we will be discussing the strong woman bongsoon genre and its main focus on women, and how it has led to a change in the way female characters are portrayed in Korean dramas. It's no secret that Korean dramas can have a big impact on viewers, with many of them becoming lifelong fans. Among the most popular Korean dramas are Strong Woman Bong Soon and Snow White with Red Hair. While both dramas feature strong and independent women, it was interesting to see that there was a noticeable lack of female representation in Strong Woman Bong Soon. In fact, it was stated that there are still many women who become the target of crime. Gender representation in Korean dramas can be seen as diverse, but there is one show in particular that has drawn attention from around the world - Strong Woman Bong Soon. This show follows the story of a man who is falsely accused of attacking women until he's battered and then the police refuse to believe it. Even when a man declares that he was attacked by women until round battered, the police don't believe it and even consider the man is drunk. This show highlights the importance of gender equality and the need for more female representation in prime-time dramas. Korean drama Strong Woman Bong Soon has been trending on social media for a few weeks now, and for good reason. This series has brought to the

screen some strong and inspiring female characters that are changing the way society views women. In this particular episode, we see the role of women change from simple victims to protagonists. (Dedy, 2010:21)

*A husband who is a victim of domestic violence ran away from home because I couldn't stand it with his wife. On this episode also mentions that men and women can mutually Protecting, not just a man's job that protects women, however could be the other way around. There are elements color also in the last episode this, Ahn Min Hyuk used pink color (pink) while Do Bong Soon wearing blue, like affirmation of gender equality. On this last episode, Ahn Min Hyuk married and even Do Bong Soon who carried Ahn Min Hyuk while taking pictures at their wedding. In the last scene too show role swap when the husband takes care of the children the baby while the wife is busy work to eradicate crime.*

Looking for a strong female character to root for in your next Korean drama? Look no further than Strong Woman Bong Soon! This new hit series follows the story of a strong woman who is married to a victim of domestic violence. Despite constantly putting up with his abuse, Bong Soon still manages to stand up for herself and fight for what's right. She is an inspiring role model for women everywhere and is sure to leave you feeling empowered. Korean dramas have a long history of portraying strong women in a positive light. Shows like Romantic Doctor, Teacher, and Strong Woman Bong Soon have been praised for their complex and well-written female characters. But what about the female characters in Korean dramas that are not considered "strong"? In this paper, we explore the representation of gender in the Korean drama Strong Woman Bong Soon - A husband who is a victim of domestic violence ran away from home because he couldn't stand it with his wife. There are elements of colour also in the last episode, Ahn Min Hyuk used pink colour (pink) while Do Bong Soon wearing blue, like affirm. The show tries to reflect society by having different colours for different genders. There are elements of colour also in the last episode, Ahn Min Hyuk used pink colour (pink) while Do Bong Soon wearing blue, like affirm. Bong soon was wearing a pink dress as she went to see Min Hyuk and confessed her feelings for him. Gender representation in Korean dramas has been heavily focused on male lead characters and their interactions. However, this trend is slowly beginning to change. Strong Woman Bong Soon - Ahn Min Hyuk married and even Do Bong Soon



who carried Ahn Min Hyuk while taking pictures at their wedding show that there is a lot of potential for female lead characters in Korean dramas. Korean drama Strong Woman Bong Soon has been generating a lot of buzzes lately, thanks in part to the exciting and surprising ending of the latest episode. In the last scene, it is revealed that Bong Soon has swapped roles with her husband, taking care of the children while he is busy working to eradicate crime. While this change may seem minor on the surface, it is a significant step forward for gender representation in Korean drama. (Sugiono, 2009:49)

### 3-CONCLUSION

The fact that the film Weightlifting Fairy Kim Bok Joo and Strong Woman Do Bong Soon has characters that represent both sexes is quite significant. There are 58 scenes on each title that are symbolic of a particular gender. Fairy of Weightlifting Weight Kim Bok Joo 58 is comprised of a total of 16 episodes, and the typical running time for an episode is sixty minutes (1 hour). So is Strong Woman Do Bong Soon with 58 parts of 16 episodes with an average duration of 60 minutes (1 hour) each episode. That is the meaning of a beautiful woman, the exchange of roles between men and women, homo (gay) and sadism (sexual perpetrators tend to hurt the opposite sex before having sexual intercourse. In this paper, we tried to highlight how Korean dramas have often portrayed women in various roles. From the way women were shown in different types of relationships to being strong and independent, the representation was quite diverse. In fact, it is not just about portraying females as equal partners but also making sure that they are fairly represented in all aspects such as relationships and work life. Due to the popularity of these two dramas, more people are aware of how important it is to have a well-rounded cast. What's even more exciting is that we will be seeing more and more actors like Jang Yoonji (Kim Bok Joo) coming up in the industry. As a result, diverse roles for women have been given recently with new series such as Pink Motel. From female leads like Kim Bok Joo who aggressively lifts weights to strong women like Do Bong Soon who use their strength and intelligence to overcome obstacles, expect better things from the new seasons.

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