



MC Group Company Image Strategy In The Korean Drama "Graceful Family"

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ABSTRACT

MC Group's Corporate Image Strategy in the Korean Drama Graceful Family. This study aims to see how the strategy is carried out in maintaining the company's image along with its weaknesses and advantages. The theory used is the theory of imaging the wish image. In the data analysis stage, the researcher uses a qualitative methodology and uses content analysis. By using content analysis techniques, the researcher tries to analyze the form of the imaging strategy used as the theoretical basis. Based on the findings on the object of research, the researcher draws conclusions. First, there are several imaging strategies described in the drama, namely, a) Forming public opinion by leading opinion by publishing articles on a regular basis. b) Manipulating the situation by changing the situation from a problem to something that seems normal, c) Negotiating by making an agreement that benefits both parties, d) Conducting a campaign to turn weaknesses into strengths, e) Constructing the image of the leadership by publishing achievements, f) Using the mass media Youtube as a medium for disseminating information, g) Conducting press conferences to straighten out negative public perceptions, g) Holding hearings with other leaders to evaluate company performance, h) Conducting field research before taking action, and i) Approaching emotional towards influential figures. Second, from the strategy carried out, the researcher found the weaknesses of the strategy used, namely, a) The existence of threats and coercion to the public, b) Giving bribes to other people, and c) Illegally extracting someone's personal information. In addition to finding weaknesses, there are several advantages that support the success of the strategy used, namely, a) There is harmony between work and areas of expertise, and b) Having access to reliable information control.

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1. INTRODUCTION

Communication is an activity that humans always do every day, through communication individuals can interact with each other in the social environment. Communication that exists naturally does not only occur on communication that is done verbally or in words, but communication is also often done in a non-verbal way or without using words or often known as using signs.

Basically the communication process is the process of delivering messages from the communicator to the communicant where the process that occurs is the process of delivering messages using certain media in the hope that the message is conveyed correctly and gets feedback from the listener. As according to Harrold Laswell, the way to describe a communication process is to answer the question **Who Says What In With Channel To Whom With What Effect**, which means who says what with what channel to whom with what effect. (Mulyana, 2010)

Along with the development of science and technology (IPTEK) there are more and more types of communication media and various main functions themselves. Communication media in particular have undergone very advanced changes from communication media which are usually carried out by being in one particular room or place, now media.

communication with a touch of technology has enabled the communication process to be carried out anytime, anywhere and to anyone without time, age and even country restrictions.

The mass media is also not spared from technological developments. Mass media is often used as a medium used to convey messages or information such as newspapers, radio, television and even movies. Film is not only an entertainment medium, but films are also used as a medium for delivering messages which are inserted in every scene presented in the film. Currently, films are very much in demand by all groups, from children to adults, of course, with limited viewing for the age limit that will consume the film.

Based on 2018 data accessed on the official website of the Ministry of Tourism and Creative Economy in the book **General Views of the Indonesian Film Industry** issued by BEKRAF (now PAREKRAF) shows the Indonesian film industry continues to show significant growth. The increase in the number of screens to reach thousands in the last decade, the audience gain which reached 51.2 million in 2018, as well as the increasing number of Indonesian films that have penetrated the box office, are signs that Indonesian cinema is getting better today. (BEKRAF, 2019)

Based on the data presented by BEKRAF in 2019 it shows that there is a large number of film enthusiasts in Indonesia, the film industry is growing, causing many film genres to appear and vary, ranging from action, adventure, comedy, crime, science fiction horror to drama. .

The imaging strategy used by Team TOP is quite effective when applied to films to quickly anticipate information being widely disseminated to the public by giving an amount of money and with threats so that known information is not disseminated. However, this can be a threat in itself if applied and associated with real-world situations. Considering that in a film presentation, of course, every character and storyline has been determined so that the purpose of the film can be obtained, but in the real world the nature of a person can be inversely proportional.

This is also something that is important to examine because the situation in the world of cinema certainly has a significant difference. Simple things are not always the same, especially when it comes to risky things about the company and its image. These differences are important to discuss so that readers know the differences and become wise consumers in consuming the spectacle.

Based on the explanation above, it can be seen that the strategy carried out by Team TOP is a strategy that is swift and responsive in solving problems that occur and always evaluating media developments in conveying information. This is in line with one form of imaging, namely how the expected image (the wish image) is applied in the scenes shown in the Korean drama Graceful Family.

The strategy applied also has a weakness because in a film, the storyline and characterizations have been determined in which all the methods carried out run smoothly and are considered completed without any further problems. Of course, this does not work in the real world, where in maintaining the image often what is expected does not match the reality. Problems will come back if the solution to the problem is not resolved in its entirety without harming the other party.

This is the reason for the author to examine whether the imaging strategy carried out by Team TOP is effective in maintaining the image of the MC GROUP company as expected by applying imaging theory to the presentation of film scenes. Based on the background described above, the researchers are interested in examining how the imaging strategy is presented in a Korean drama Graceful Family with the title "Corporate Imaging Strategy for MC Group Drama Korea Graceful Family".

2. RESEARCH METHODE

This research is a type of qualitative research with a qualitative descriptive approach, where the research procedure that produces descriptive data in the form of words or spoken from the dialogue on the film is required and can be observed. This type of qualitative descriptive research is a research method that utilizes qualitative data and is described descriptively.

This type of qualitative descriptive research is often used to analyze social events, phenomena, or circumstances. Meanwhile, according to the expert, a qualitative approach is a research procedure that produces descriptive data (data collected in the form of words, pictures, and not numbers). (Lexi J. Moleong; 2006; 76).

Research with content analysis method is used to obtain information from communication, which is conveyed in the form of a documented symbol or can be documented. This method can be used to analyze all forms of communication, such as in newspapers, books, films and so on. By using the content analysis method, an understanding of the various contents of communication messages conveyed by the mass media or other sources will be obtained in an objective, systematic, and relevant manner. According to Klaus Krippendorff, content analysis is not just making the content of the message its object, but more than that it is related to newer conceptions of symbolic phenomena in the world of communication. (Imam Subrayogo, 2001: 71)

3. RESULT AND ANALYSIS

The findings that the researchers got while observing the research object were adjusted based on the problem formulation and research objectives that the researchers described earlier, namely what is the imaging strategy carried out by the MC Group Company and what are the weaknesses and advantages of the imaging strategy applied to the Korean drama series Graceful Family.

These findings were obtained based on the results of direct observations by the researcher himself and also several other researchers who both observed the object of research to equalize perceptions of the imaging strategy on the results of the analysis of the scene that had been described previously. Research results are also obtained from documentation and from several other references such as books, journals and websites.

In this study, the researcher used a qualitative descriptive approach, which in this approach the researcher tried to analyze descriptive data in the form of words, writings and also dialogues in the drama. By using a qualitative descriptive approach, the researcher uses content analysis techniques as the method used when analyzing data in the form of words or words that exist in the object of research that answers the problem formulation.

After observing the object of research and elaborating the results of the analysis, the researcher found the strategies carried out by the MC Group company and also found the weaknesses and advantages of the strategies used. This is in accordance with the formulation of the problem that the researcher made previously. After answering the research problem formulation, the researcher will confirm the results of the research on the theory used and also the methodology as a surgical separation in analyzing the findings.

According to Soemirat and Elvinaro (2005) image is defined as a construction of representation and public perception of individuals, groups or institutions related to their work in society. Soleh Soemirat and Elvinaro, interpret image as the impression, feeling and image of the public towards a company or an impression that is intentionally created from an object, person or organization.

Based on the results of the analysis of researchers in the Korean drama series *Graceful Family*, the previously described strategies are a description of the imaging theory itself. Where the public is directed to have a perception of what the imager wants. The strategy implemented is also based on the existence of managed information so that before the community does not have adequate information, the situation can be controlled.

From the overall strategy as well as the weaknesses and advantages that the researcher has outlined, the main purpose of the strategy is of course to build a positive public perception of the company so that the company's goals can be achieved.

As a theoretical study, imaging that is done using the wish image concept certainly has one main point, namely controlled access to information so that people do not know for sure the situation that occurs.

The strategies that the researchers found were obtained from the data analysis method that the researchers used, namely content analysis, namely by analyzing the content or messages that came from the dialogue in the drama. Fraenkel and Wallen (2007) themselves argue that content analysis is a technique that researchers can use to examine human behavior indirectly through analysis of their communication such as books, essays, articles, magazines, advertisements and all types of communication that can be analyzed.

From the analysis conducted by the researcher, based on the scene that depicts the imaging strategy in the Korean drama *Graceful Family*, the scene in this drama depicts a lot of company risk management by doing imaging to maintain the company's image by applying the concept of the wish image as the researcher uses to analyze objects. this research.

The form of the strategy carried out are, a) Forming public opinion by leading opinion by publishing articles on a regular basis. b) Manipulating the situation by changing the situation from a problem to something that seems normal, c) Negotiating by making an agreement that benefits both parties, d) Conducting a campaign to turn weaknesses into strengths, e) Constructing the image of the leadership by publishing achievements, f) Using the mass media Youtube as a medium for disseminating information, g) Conducting press conferences to straighten out negative public perceptions, h) Holding hearings with other leaders to evaluate the company's performance, i) Conducting field research before taking action, and j) Approaching emotional towards influential figures.

Based on the strategy used, the researcher found the weaknesses of the strategy used, namely, a) The existence of threats and coercion to the public, b) Giving bribes to other people, and c) Illegally extracting someone's personal information. Weaknesses that researchers get from the results of the analysis of the process when imaging is carried out, there are times when a strategy is difficult to carry out and the public relations party has no other choice but to take negative actions.

In addition to finding weaknesses, there are several advantages that support the success of the strategy used, namely, a) There is harmony between work and areas of expertise, and b) Having access to reliable information control. The existing advantages greatly support the success of the imaging carried out.

4. CONCLUSION

Based on the analysis of the data that has been described in the previous explanation that has been obtained from the results of the analysis and also the observations made in research on imaging strategies in the Korean drama *Graceful Family* using the data analysis method (content analysis), it can be concluded that in the Korean drama there are several strategies that can be used. carried out by Team TOP as the public relations officer of the MC Group company which plays an important role in maintaining and maintaining the company's image.

Based on the findings on the object of research, the researcher draws conclusions. First, there are several imaging strategies described in the drama, namely, a) Forming public opinion by leading opinion by publishing articles on a regular basis. b) Manipulating the situation by changing the situation from a problem to something that seems normal, c) Negotiating by making an agreement that benefits both parties, d) Conducting a campaign to turn weaknesses into strengths, e) Constructing the image of the leadership by publishing achievements, f) Using the mass media Youtube as a medium for disseminating information, g) Conducting press conferences to straighten out negative public perceptions, h) Holding hearings with other leaders to evaluate the company's performance, i) Conducting field research before taking action, and j) Approaching emotional towards influential figures. Second, from the strategy carried out, the researcher found the weaknesses of the strategy used, namely, a) The existence of threats and coercion to the public, b) Giving bribes to other people, and c) Illegally extracting someone's personal information. In addition to finding weaknesses, there are several advantages that support the success of the strategy used, namely, a) There is harmony between work and areas of expertise, and b) Having access to reliable information control.

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