

## **ABSTRACT**

*This study was conducted to determine the existence of women in the public sphere or work in Korean dramas. This study uses a Korean drama entitled Jewel in The Palace as the object of research which is motivated by the tendency of women who have difficulty getting their existence, especially in the public sphere. Whereas existence for women is very important so that women do not always become second class after men. The author is interested in this drama research because of the importance of a medium to convey a message to the audience.*

*The main theoretical foundation in this research is Simone de Beauvoir's existentialist feminism which will be linked to findings in drama, Korean drama, John Fiske's semiotics with the level of reality, the level of representation and the level of ideology.*

*The research method uses qualitative research with a semiotic approach, namely John Fiske's semiotics as a knife of analysis. The object of research is the drama Jewel in The Palace with 9 episodes and 9 scenes to be studied. Data collection techniques were carried out through documentation, and literature study and data validity using increased persistence.*

*After doing research in the drama Jewel in The Palace, it was found that there were scenes showing elements of Simone de Beauvoir's existentialist feminism, and two factors that hindered the existence of women, namely patriarchal ideology and class ideology. It was found that there is a relevance between the existence of women in the drama Jewel in The Palace and the lives of women today, namely even though the drama Jewel in The Palace is set at a different time from today, this condition is still relevant to the condition of women in South Korea and in Indonesia itself today. Where women still often experience discrimination so that it is difficult to get their existence, especially in the field of work.*

**Keywords: Women's Existence, Jewel in The Palace, Semiotics**