

## **ABSTRACT**

*This research is entitled "Gender and Political Marketing (Semiotic Analysis in Queen Maker Drama)". In this research, the author is interested in choosing Queen Maker drama to analyse signs that reflect the role of women in politics and the reality of campaigning dynamics between candidates and success teams ahead of the general election. This drama was chosen as a media representation to see gender roles and the phenomenon of political contestation that is relevant to the current political situation. This study aims to identify gender roles in the political sphere and political marketing strategies in general elections depicted in a South Korean drama. In this research the author uses a qualitative research method that is descriptive in nature, with the object of research using the context of a drama, the research will be analysed using Roland Barthes semiotics which uses structured levels of meaning with two stages of signification (two orders of signification) through denotation, connotation and myth. The theories used are gender, political marketing and Roland Barthes semiotics.*

*Based on the results of the analysis using denotation, connotation and myth from Roland Barthes' expansion of meaning, there are indications that gender roles are reflected through the existence of gender injustice in the form of stereotypes, physical violence, marginalisation, subordination and workload. With the description of women's representation in politics, it means that it can be one of the important aspects to achieve gender equality and justice in public policy making. In addition, there is an indication of a political marketing strategy reflected through the sign of the process of approaching the public in campaigning used through the 3P marketing mix, namely Push Marketing (open campaigns), Pull Marketing (negative campaigns, black campaigns and campaigns on gender issues) and Pass Marketing (third parties and success teams and campaign managers).*

***Keywords: Gender, Political Marketing Strategies, Campaigns, Roland Barthes Semiotics.***