



Signs And Connotative Meanings of Korean Drama Scenes "Start Up"

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Abstract

One of the most popular Korean drama series today is "Start Up." This drama becomes popular as it has motivated viewers to explore entrepreneurship. There are some signs and symbols in this drama implying valuable messages for its viewers. This present study applies Roland Barthes's semiotics theory to find out types of connotative signs and their meaning. The data are scenes from portrayal life of Seo Dalmi and Nam Dosan. Using qualitative descriptive methods, the procedures of data collection and data analysis are: 1) selecting the scene in the Korean drama "Start Up", 2) classifying signs based on connotative types, 3) displaying data, 4) describing the data, and 5) drawing conclusion. The results show that In the case this drama "Start-Up", the signs symbolize challenge, a sense of belonging, and even motivations. The study found that there are five types of connotative meaning, namely: allusive, attitude, associative, collocative, and reflective meaning. Allusive are the most common connotative meaning found in this drama. the signs symbolize challenge, a sense of belonging, and even motivations.

Keywords: *Connotative; K-Drama; Meaning; Scene; Sign*

INTRODUCTION

The popularity of K-Dramas has increased significantly. Many Indonesian teenagers become fans of k-Dramas. Fans as a means of establishing their culture and social identity, this group consumes cultural objects that are offered in an unrestricted manner (Sun, 2020). They spend their leisure time watching K-Dramas. The main reason Indonesian youth enjoy K-Dramas is due to their compelling themes and well-crafted plotlines. One popular K-Drama is entitled 'Start-Up.' This drama becomes popular as it has motivated viewers to explore

entrepreneurship and consider starting their own businesses, in addition it also depicts precious life lessons related to communication, marketing, networking, and creative problem-solving. There are also some scenes containing valuable implied messages that worth to be analyzed.

The Korean drama "Start-Up", which follows the narrative of a business owner named Seo Dal Mi, a student who works part-time and has an ambition to be like Steve Job, is currently a very popular and widely talked drama among the general audience. In addition to discussing Dal Mi, Nam Do San, the guy who created the company Samsan Tech, is also discussed in this Korean drama. Unfortunately, his company never turned a profit, which was bad for his standing as a businessman. Then there is the tale of Han Ji Pyeong, a leader of SH Venture Capital who wants to launch a firm to pay off debt. He goes by the moniker "the Korean Gordon Ramsay" because of his strong financial talents. The last, CEO Won Injae. She is well-known and esteemed for being intelligent, gorgeous, and wealthy. But his family history only damaged his reputation. He made an effort to rise up and created his own success by starting a startup.

Semiotics theory by Roland Barthes is often used as the basic theory in analyzing symbols, signs, and meaning, for example (Lestari et al., 2022) used semiotics theory to analyze symbols in skripsi' s meme, and (Latifah et al., 2023) also used Semiotics theory to analyze signs in music video. Some other scholars used related topics such as: 1) (Yujie, 2022), in his research Yujie used semiotics theory and Fiske's TV culture theory. he employed semiotics theory to analyze cultural symbols and found that family values, friendships, and social structures helped engage TV series-audiences. 2) (Piero Polidoro, 2016), the research also applied semiotics theory to find out ideology message from The British drama "Downton Abbey." The research found that there was a conservative ideology in. 3) (Safira, 2022), she analyzed violence on TV drama entitled "The Penthouse: War in Life". She employed representation theory and semiotic theory. The research found that the TV drama depicted symbols, items, and interpreters which are synonymous with violences. The violences were in the forms of: bullying, murdering, abusing verbally and psychologically.

In this study, theory of semiotics by Roland Barthes is applied (Lestari et al., 2022). Semiotic tries to explain combination of sign: systematically explains the essential, character, and form of sign, and the process of its signification. Semiotics gives big attentions to everything that can be esteemed as a sign. One sign is everything which can be used as a signifier that has an important meaning to substitute something else. That something must not exist or that sign obviously exist in the place at a particular time. According to Barthes semiotics approach has a structural characteristic because they have assumption about hierarchy of sign system. He provides detailed analyses of short texts, passages, and single images so as to explore how they work. Barthes using connotative for explaining the other meaning of signs. Denotation and Connotation is, denotation the level of signification known as denotation generates an explicit, direct, and specific meaning by explaining the relationship between a marker and a sign or a sign and its reference to reality. A sign whose marker has a high degree of convention or agreement is what is meant by a denotation. According to Barthes, the

denotation of a symbol is its most obvious meaning (Sui & Fan, 2015). Meanwhile, the meaning of the connotation will have a slight difference because it will be related to the culture contained in the wrapper, which means the cultural relationship in which the object is made and the image that will be emitted and the consequences of that.

Roland Barthes developed two system of semiotics, there are denotation and connotation. Besides, Barthes saw the deeper meaning in his system where its meaning relates to myth. Barthes makes use of Saussure's theory of the sign and signification. The sign is therefore a compound at a signifier and a signified. The plane of the signifier constitutes the plane of expression and that of the signified the plane of content. Picture 1 is semiotic scheme of Roland Barthes

Signifier (E ₁)	Signified (C ₁)	Primary sign system (Denotation)
Signifier (E ₂)		Signified (C ₂)
Sign		Secondary signs system (Connotation)

Picture 1. The Signification

Source: Theory signification of Roland Barthes

The first order of signification is that of denotation. Denotation is described as the definitional, 'literal', 'obvious', or 'commonsense' meaning of a sign. Denotative meaning is the meaning from dictionary. For example, crown in oxford advance learner's dictionary means a circular ornament, usually made of gold and jewels, that a king or queen wears on his or her head on official occasions. In other term, denotation is what an image actually shows and is immediately apparent, rather than the assumption an individual reader may make about it.

At this level there is a sign consisting of a signifier and a signified. Signifier is like a physical object, for example, a sound, printed word, advertisement, and the signified is a mental concept or meaning conveyed by the signifier. Connotation is a second-order of signification which uses the denotative sign (signifier and signified) as its signifier and attaches to it an additional signified. It is the act which bind signifier and the signified, an act while product is the sign. In this framework connotation is a sign which derives from the signifier of a denotative sign (so denotation leads to a chain of connotation). This tends to suggest that denotation is an underlying and primary meaning. Barthes himself later gave priority to connotation and noted that it was no longer easy to separate the signifier from the signified, the ideological from the literal. For example, the connotation meaning of crown is a power. A Crown connotes position of a functionary, as illustrated in the Picture 2.

1. Signifier (E ₁) A Crown	2. Signified (C ₁) An ornament made from gold and jewels
3. Sign (meaning) I. Signifier (E ₂)	II. Signified (C ₂) The Power

An ornament usually queen or king wears in their head	CONCEPT
FORM	
III. Sign The Power SIGNIFICATION	

Picture 2. The Signification

Source: Theory signification of Roland Barthes

From the signification above, the word crown can symbolize as a power. The first signification or denotative meaning of crown is an ornament made from gold and jewel that usually queen or king wears in head. And then, the second signification or connotative meaning of the crown is showing the sign of power. Someone who wears a crown in her or his head usually has a power. We could see, from all explanations, that the Barthes semiotics approach has a structural characteristic because they have assumption about hierarchy of sign system. He provides detailed analyses of short texts, passages and single images so as to explore how they work. Barthes using connotative for explaining the other meaning of signs.

As additional, to enrich the explanation above the researcher put types of connotations (Culler, 1983), they are: 1.) Attitudinal meaning: The connotative meaning of a linguistic expression which takes the form of implicitly conveying a commonly held attitude or value. 2.) Associative meaning: The connotative meaning of a linguistic expression which takes the form of attributing to the referent certain stereotypically expected properties culturally associated with that referent. 3.) Affective meaning: A type of connotative meaning, affective meaning is the emotive effect worked on the addressee by using one particular linguistic expression rather than others that might have been used to express the same literal meaning. 4.) Allusive meaning: A type of connotative meaning consists of invoking the meaning of an entire saying or quotation in which that expression figures. 5.) Collocative meaning: The connotative meaning lent to a linguistic expression by the meaning of some other expression with which it frequently collocates. 6.) Reflected meaning: connotative meaning given to a linguistic expression by the fact either that the form used calls to mind another denotative meaning of the same word or phrase, or that the form used to call to mind another denotative meaning of another word or phrase which is the same or similar in form.

In line with the above explanation, the purpose of this present study would like to apply semiotics theory to find out signs and types of connotative meaning in K-drama "Start Up." This present study would like to fill the gap of the previous studies in the areas of methodology.

METHODS

A qualitative research method was used for this research. Exploring and comprehending the meaning that individuals or groups assign to social or human problems is possible through qualitative research (Creswell, 2014). The source of data is a movie, a Korean drama entitled "Start-Up." The data are taken from

scene that show sign or symbols of personalities and portrayals of Seo Dalmi and Nam Dosan. According to Miles et al (Huberman, 2014), focus data is on commonplace events that take place in naturally occurring situations.

Data collection was carried out by: 1) searching for the Korean drama "Start Up" on Telegram, 2) downloading every episode of the Korean drama with that title, 3) watching 16 selected drama episodes, 4) selecting and capturing scene screens. While the procedure for analyzing the data are: 1) selecting the scene in the Korean drama "Start Up", 2) classifying signs based on objects from Roland Barthes' semiotic theory, such as sign, denotative meaning, and connotative meaning, 3) displaying data in the form of screenshots based on the signs found and classification of object types, 4) describing the denotative and connotative meanings of each screenshot, 5) drawing conclusions.

FINDINGS AND DISCUSSIONS

The following displays some pictures of the screen shoots of the drama. The pictures are provided by information of two kinds of meaning based on Semiotics approach proposed by Barthes. Each sign employs either denotative and connotative meanings. While the connotative meaning is subcategorized based on the types.



Picture 3. Screen Shoot of Episode 1: 00.06.01

Dialogue

Won Injae : Why is this called Sand Box?

Mrs. Yoon : If you look at the children's playground, there is sand to protect them so they don't get hurt when they fall, right? I'm inspired by that. So, that means don't get hurt even if your company falls.

Sign: "Sand Box"

Types of Connotative Meaning: Associative Meaning

The scene describes a girl playing on a swing. Accompanied by the sound of music and the words "Sand Box" appear. Connotatively, the phrase "sand box" describes a small child is defined as an entrepreneur who wants to start his start-up business. Then there is the Sand Box which is defined as a place that will later be used by these business pioneers to develop the innovations and services they will create. It is said that the name Sand Box was inspired by the sand in the children's playground to protect them from getting hurt if they fall, which means do not get hurt even if your company falls. It also answers questions from the players in the drama.

The Sand Box itself is philosophically interpreted as safety sand that is placed under children's toys as neatly described in "Start Up". Contextually, Widgard (2016) explains that the Sand Box is interpreted as a form of guidance for startups so that newly established startups have a role model and have not experienced failure in their business operations (Rio Christiawan, 2021). As mentioned, the Sandbox company in the Korean drama Start-Up is holding a startup incubation program. They recruit great people with innovative ideas and solutions, to be encouraged to form startup teams, which will receive education, mentoring and investment. In one of the scenes in the initial episode of Start-Up, Nam Dosan is seen looking at a news clipping containing the South Korean government's support for the development of start-up businesses. The clipping is actually true. Launching Tech in Asia, based on the records of the Korea-Trade Investment Agency (KOTRA), the South Korean government has injected 1 trillion won or IDR 13 trillion in funds for startup development (CNN Indonesia, 2020).

On the other hand, the South Korean government has also implemented supportive fiscal policies, such as reducing investment income taxes and tax exemptions, as well as fertilizing the startup ecosystem. Meanwhile, Seoul Z said that apart from injecting funds, several South Korean ministries have also launched a program to recruit startups from millennials who are prepared to become partners. One of them is the South Korean Ministry of SMEs and Startups (Ministry of SMEs and Startups) which oversees The Korea Institute of Startup and Entrepreneurship Development program. The program focuses on helping startups secure investment, protect technology, and help develop prototypes. Furthermore, the South Korean Ministry of Science and ICT is ready to disburse a budget of up to US\$20 billion for research and development for startups engaged in AI, biotechnology, 5G networks, and space technology.

In episode 1 of "Sand Box" the message that the drama "Start Up" is trying to convey is to never be afraid to keep trying new things in developing creativity. Must be brave to take risks if you want to be successful, never be afraid of failure. From this explanation, the data shows that the denotation of the first and connotative meanings is based on the conditions of the startup business pioneers. So, it can be concluded that the connotative meaning comes from the contextual meaning related to startup business pioneers.



Picture 4. Screen Shoot of Episode 4: 00.00.58

Dialogue

Nam Dosan : Even if you think your code is in order, one single thing can create bugs and break your program. BUGS ERROR IN SOURCE CODE

Nam Dosan : There is one condition in particular, "If the Sand Box is everyone's dream..." I ignored that one condition, and the result... now I...
Won Injae : Who do you choose me or Seo Dalmi?
Nam Dosan : There are bugs, and I'm speechless

Sign: "Bugs"

Types of Connotative Meaning: Collocative Meaning

Denotatively, the word means errors in programming the effects of bugs include feature malfunctions and features that experience bugs that don't work properly, and can still be repaired. Connotatively, describing Won Injae as a bug for Nam Dosan and Seo Dalmi. They knew that Won Injae, who had previously managed a large company, would not see those who were just about to build a company. But their thinking was wrong, Won Injae made them competitors. This made Nam Dosan, a new entrepreneur who had never experienced competition in the world of work, suddenly become worried about his business.

This conversation from "Start-Up" Korean drama not only conveys the technical aspects of programming (denotative meaning) but also carries emotional and interpersonal undertones (connotative meaning) that contribute to the development of the characters and the plot. Programming techniques refer to various strategies, methodologies, and approaches used by developers to solve specific problems and create efficient, maintainable, and scalable software. These techniques can improve code quality, readability, and performance, making the development process smoother and more effective. From the explanation above, the data shows that denotation is the first meaning and connotation is the second meaning based on the condition of the main player, namely Nam Dosan. So, it can be concluded that the connotative meaning in the Korean drama "Start Up" comes from contextual meaning related to programming techniques.



Picture 5. Screen Shoot of Episode 3: 00.29.11

Dialogue

Nam Dosan : Have you opened the music box yet?

Seo Dalmi : Yes

Nam Dosan : How does it sound?

Seo Dalmi : It's amazing

Sign: text "The Music Box"

Types of Connotative Meaning: Reflected Meaning

The phrase depicts Nam Dosan who is asking about a music box owned by Seo Dalmi. Connotatively, describing the music box asked by Nam Dosan is interpreted as worrying about the future, which Seo Dalmi then realizes that the

future is not such a terrible thing. But the future is something that must be fought for. Previously, Seo Dalmi had never dared to open the music box because she was worried about the sound it would make. Whether the sound will be beautiful or even sound ugly, even Seo Dalmi also thinks that if the music box is opened it will not make a sound.

The exchange about the music box creates a moment of connection between Nam Dosan and Seo Dalmi. It may indicate that they share a common interest or that this particular object holds importance in their relationship. It is also neatly described in "Start Up" as a symbol of love, affection, and passion. According to Professor J Vallerand (2003), passion is divided into two types, namely passion for obsession and passion for harmony. The two types of passion have different effects that can affect the individual concerned. Here's some more information. Harmony of the Passionate sort Positive passion. This is due to the fact that someone can do something because he or she enjoys it, loves it, and is aware of its positive aspects. For instance, Seo Dalmi and Nam Dosan in the Korean drama "Start Up" experienced happiness because they were finally able to meet. This was followed by a feeling of love between the two of them, which then became rhythmic because their shared objective was to create an innovation that would benefit many people. Passion An external element known as obsession serves as the basis and motivation for everyday actions.

In episode 3 of "Music Box" the message that the "Start Up" drama is trying to convey is the importance of finding a passion. From this explanation, the data shows that the denotation of the first and connotative meanings is based on the conditions of the main characters, namely Seo Dalmi and Nam Dosan. So it can be concluded that the connotative meaning comes from the contextual meaning related to the main characters Seo Dalmi and Nam Dosan.



Picture 6. Screen Shoot of Episode 5: 00.22.01

Dialogue

- | | |
|-----------|--|
| Saha | : What are you going to do? Definitely be service based right? |
| Seo Dalmi | : No, we will build one based on machine learning |
| Saha | : Are you a technology maker team? |
| Seo Dalmi | : Of course, our name is Samsan Tech |
| Saha | : Gosh it's like a lottery |

Sign: text "Lotre"

Types of Connotative Meaning: Allusive Meaning

The word describes a form of gambling that involves the withdrawal of many prizes. Connotatively, it describes a very fierce competition between prospective entrepreneurs. This was proven by Seo Dalmi who represented her company

even though she did not know whether she would be able to do it or not. Even if you do not know the result, there is nothing wrong with trying new things so that the potential for success is greater. Nam Dosan and Seo Dalmi as work partners were able to show trust in their team and dare to take risks to try new things.

The phrase "like a lottery" indicates that Saha considers Samsan Tech's ideas and their projects to be unpredictable, unpredictable, and possibly risky. The lottery involves both chance and uncertainty, so he may imply that he sees their venture as a risky gamble or that he is astonished by their ambitious plans. In episode 5, it is mentioned that they will participate in Demo Day where they will present their business concept to potential investors to pique their interest in funding their venture. They will not be able to get the money they need to expand their business if they cannot dazzle investors with their creativity. Investment, according to Sutha (2000), is the deployment of several money with the aim of maintaining, increasing value, or producing a profit. According to Webster (1999), investment is the act of spending money with the intention of receiving returns and additional value. Investment, defined by Lypsey (1997) as the purchase of items not currently being used, can be classified into three categories: short-term investment, medium-term investment, and long-term investment. So, it can be concluded that the connotative meaning in the Korean drama "Start Up" comes from the contextual meaning related to investors who will provide funds to startup pioneers.

Since the Lottery in the drama "Start Up" is referred to as a figurative word, this information is included in the allusive meaning. This word is a type of language that forces readers to infer the sentence's intended meaning when describing the meaning of figurative words. This is consistent with Krause's (2008) claim that figurative language refers to a "indirect" or "logical" point of view, which holds that the initial analysis is for literal meaning and that if the interpretation does not make sense, the sentence process returns to the appropriate figurative language.



Picture 7. Screen Shoot of Episode 6: 00.32.13 – 00.34.41

Dialogue

Chulsan : Why is there thunder in this sunny weather? Scary?

Han Ji Pyeong: What's this?

The next scene shows a milk bottle

---Scene sped up---

Han Ji Pyeong: Because this beautiful share split will eventually make things difficult for the CEO

Chulsan : I can't agree!

Sign: object "Milk Bottle"

Types of Connotative Meaning: Allusive Meaning

The milk bottle is located on the edge of the window. With a background of lightning flashes on a sunny day. Connotatively, it describes milk as having a gas content which, if not regulated at the correct temperature, can explode. The milk bottle represents the teamwork of Samsan Tech members. The background of lightning flashes on a sunny day represents a problem in their teamwork. The problem started when they discussed the distribution of shares for each member, one of the team members did not agree to the distribution of shares because they felt it was unfair. Because of this, the cooperation of the Samsan Tech team began to become unstable. Here Seo Dalmi as the CEO and Nam Dosan as the CTO must be able to make decisions so that their team members don't disband.

From the discussion above, it can be inferred that the milk bottle in the Korean drama "Start Up" symbolizes the crucial role that teamwork plays in creating a successful enterprise. Teamwork, according to Andrew Carnegie in Kaswan (2017), is the capacity to cooperate to realize a common goal. the capacity to align individual success with organizational objectives. The catalyst for ordinary individuals to accomplish amazing results is teamwork. Additionally, the New American Webster's Dictionary states that collaboration and teamwork are interchangeable terms. A team, in the opinion of Willem et al. (2019), is a collection of individuals who come from various backgrounds, talents, and life experiences and work together to accomplish a common objective.

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Picture 8. Screen Shoot of Episode 2: 00.14.14

Dialogue

Seo Dalmi' s friend : Dalmi, don't tie your hair!

Seo Dalmi : It's time to break the sales record, let today's record be
mine
---10.000.000 WON DAILY SALES RECORD---

Sign: object "Hair Tie"

Types of Connotative Meaning: Attitudinal Meaning

The scene shows Seo Dalmi who is tying her hair. Connotatively, it describes self-confidence and strong determination to achieve satisfactory results. This can be seen in episode 2 where it was told that at that time the cafe where Seo Dalmi worked suddenly had a large number of customers. But Seo Dalmi was able to overcome and even break the record for the highest sales that the café had never achieved. Then in episode 6 it tells the condition after the members had a fight because of the unfair distribution of shares. Seo Dalmi, as CEO, is trying to improve the share distribution by considering the solution provided by their mentor, Han Ji Pyeong. And in the end, they agreed to the division of shares. Here it is clear that Seo Dalmi is a person who likes challenges, dares to take risks, and is responsible for problems that arise in the company she leads.

The character Seo Dalmi from the Korean drama "Start Up" is defined as a startup founder who is going through incubation. For Seo Dalmi to get to her position as CEO, additional work is required. A leader is a person who directs others to carry out their tasks. For his team, the leader serves as a mentor or role model. Every business decision made by the leader will immediately affect the company's employees, particularly what they will do and how they must act. This is because the leader is the company's "decision maker" or determiner of direction.

There is another phenomenon that takes place based on a journal article written by Saleem (2015) about the impact of leadership style on job satisfaction. In this study, it was found that transformational leadership style has a positive impact on job satisfaction in the political field. As a result, having the right leadership style will affect everyone who reports to that leader's position, including every employee. Each person has a unique leadership style, but by comparing perceptions and findings from analyses of effective leadership styles, particularly those of top managers, middle managers, and lower managers, employees will be able to understand how leaders should behave in order to fulfill each job description and their obligations to the company as good employees.

In the information above, "Seo Dalmi is seen always tying her hair," the Korean drama "Start Up" is trying to say that Seo Dalmi is a leader with the skills necessary to guide his company as it innovates. Even though Seo Dalmi just has a high school diploma, the members of the group themselves had their doubts. However, Seo Dalmi was able to demonstrate by her diligence that she merits the position of CEO.



Picture 9. Screen Shoot of Episode 8: 00.07.20

Sign: object “The Dog”

Types of Connotative Meaning: Associated Meaning

The scene depicts a dog and its owner who are blind surrounded by several people. Connotatively, this dog will later become a source of inspiration for the Samsan Tech team. It is told that in episode 8 they plan to make a technology to help the blind. When Seo Dalmi saw the dog, she thought that if she was blind then it would really help if the dog could talk. Then Nam Dosan got the idea to make the application by combining image recognition technology with voice speakers.

Guide dogs serve a vital role as mobility aids for the sight impaired, but they are not a perfect option for everyone. This dog may not be ideal for many individuals because of factors like expense, space limitations, or even allergies, but technology being developed at Loughborough University offers an alternative by transforming a guide dog's function into a portable robotic gadget. Theia is the name of the invention, which was created by industrial design student Anthony Camu, who was inspired by self-driving cars and virtual reality gaming systems.

The main idea behind the device, which is still in prototype form with some wrinkles to iron out, is that Theia will serve as a robotic guide dog to assist visually impaired users in locating their destination. This is consistent with what happened in episode 8, as Seo Dalmi sought to create a breakthrough that would aid the blind by drawing inspiration from guide dogs. Then Noongil was turned into a smartphone application by Samsan Tech.



Picture 10. Screen Shoot of Episode 9: 00.00.56

Dialogue

Nam Dosan : The calm wind turned into a strong wind

Sign: text “Wind”

Types of Connotative Meaning: Allusive Meaning

The scene presents Nam Dosan who was having a monologue by saying that, the calm wind turned into a strong wind. Connotatively, it describes the wind mentioned by Nam Dosan as the life he lives. So far, Nam Dosan feels that his quiet life has turned into chaos because of the mistakes he made during the Olympic exams. Nam Dosan cheated during the exam and won the Olympics. Because of this, Nam Dosan felt that the strong wind had damaged his self-confidence and became someone who had no ambitions.

From the data above it can be concluded that Nam Dosan had trauma from his childhood. Nam Dosan parents' trust in him is also described as a burden for Nam Dosan who always feels insecure about his own abilities. However, here Nam Dosan was able to overcome this after meeting Seo Dalmi who inspired him to continue to try his best in running the business he does.

From explanation above, the data shows that denotation is the first and connotative meaning based on Nam Dosan condition as the main character. So, it can be concluded that the connotative meaning in the Korean drama "Start Up" comes from the contextual meaning related to scene.



Picture 11. Screen Shoot of Episode 9: 00.23.32

Dialogue

Nam Dosan : I was walking on the wrong road, then I saw fireworks.

Sign: text "Firework"

Types of Connotative Meaning: Reflected Meaning

The scene depicts Nam Dosan who is sad because he went the wrong way, then he sees the fireworks. Connotatively, describing the fireworks that Nam Dosan is talking about is a hope as well as fear. The hope in question is that Nam Dosan begins to find a purpose for the business he will develop. He feels confident and has the ambition to be successful, but Nam Dosan also feels fearful about his future relationship with Seo Dalmi. It is known that Nam Dosan was not the person who exchanged letters with Seo Dalmi in the past, but Nam Dosan, who felt he had started to change since meeting Seo Dalmi, began to lie that he was the person Seo Dalmi had been looking for. Nam Dosan was afraid that his lie would be exposed.

From explanation above, the data shows that denotation is the first and connotative meaning based on Nam Dosan condition as the main character. So, it can be concluded that the connotative meaning in the Korean drama "Start Up" comes from the contextual meaning related to scene.



Picture 12. Screen Shoot of Episode 10: 01.18.54

Dialogue

Nam Dosan : I don't want to make an alternative

Alex : Alternative? What do you mean?

Nam Dosan : An alternative to failure

Sign: text "Alternative"

Types of Connotative Meaning: Attitudinal Meaning

From the scene, it shows Nam Dosan who does not want to make any other choice from what he does. Connotatively, describing the alternative being talked about by Nam Dosan is an offer from Han Ji Pyeong. If Samsan Tech fails to find investors then Han Ji Pyeong as their business mentor will offer himself to help. Here, Nam Dosan, as the person who owns the largest shares in his company, refuses the offer. He has his own plans to make investors want to provide funds to the company he is building. By cooperating with other partners who want Nam Dosan as a partner.

CONCLUSION

Connotative meaning extends beyond the literal interpretation and draws upon cultural context, historical connections, and the personal experiences of viewers. It evokes deeper, often symbolic, or ideological meanings. In the case this drama "Start-Up", the signs symbolize challenge, a sense of belonging, and even motivations. The study found that there are various types of connotative meaning types that fall under the following categories: Picture 8 and 12 provide insight into attitude meaning, while Picture 3 and 9 provide insight into associative meaning, while Picture 4 provide insight into collocative meaning. Picture 5 and 11 provide insight into reflected meaning, while Picture 6, 7, 10 provide insight into allusive meaning. Allusive meanings are the most common sorts of connotative meaning types.

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