FRAMING ANALYSIS IN KOREAN DRAMA *"BUSINESS PROPOSAL"* ON VIEWERS' PERCEPTION OF SOCIAL DISPARITIES AMONG GEN Z

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ABSTRAK

Drama Korea populer "Business Proposal" menceritakan kisah percintaan dan pekerjaan, tetapi juga secara halus menyoroti kesenjangan sosial yang terlihat pada para tokohnya. Penelitian ini bertujuan untuk menganalisis framing yang digunakan dalam drama ini untuk memahami bagaimana kesenjangan sosial digambarkan dan bagaimana kesenjangan tersebut memengaruhi persepsi pemirsa. Metode penelitian yang digunakan adalah kuantitatif, melalui analisis konten drama dan survei kepada pemirsa. Analisis konten menunjukkan bahwa drama "Business Proposal" memanfaatkan framing yang cenderung memperkuat stereotip ketimpangan sosial, seperti perbedaan kelas sosial, gaya hidup, dan akses pendidikan. Framing ini tercermin dalam perbedaan karakter, alur cerita, dan dialog. Misalnya, tokoh utama yang berasal dari keluarga kaya memiliki gaya hidup mewah dan pendidikan tinggi, sedangkan tokoh yang berasal dari latar belakang miskin mampu menghadapi kesulitan dalam mencapai tujuannya. Survei kepada pemirsa mengungkapkan bahwa framing yang digunakan dalam drama memiliki pengaruh terhadap persepsi mereka. Sebagian besar responden merasa bahwa drama "Business Proposal" tidak memberikan solusi konkret terhadap masalah ketimpangan sosial dan cenderung memperkuat pandangan stereotip. Penelitian ini memberikan implikasi penting bagi industri film Korea untuk menyajikan cerita tentang ketimpangan sosial dengan perspektif yang lebih berimbang dan realistis. Diharapkan media di masa mendatang dapat menampilkan representasi ketimpangan sosial yang lebih objektif dan inklusif, sehingga mendorong diskusi dan refleksi yang konstruktif di masyarakat.

Kata Kunci: *Framing, Kesenjangan Sosial, Drama Korea*

ABSTRACT

The popular Korean drama "Business Proposal" tells the story of romance and work, but also subtly highlights the social gaps that are seen in the characters, This study aims to analyze the framing used in this drama to understand how social gaps are portrayed and how they affect viewers' perceptions. The research method used is quantitative, through content analysis of dramas and surveys to viewers. Content analysis shows that the drama "Business Proposal" utilizes framing that tends to reinforce stereotypes of social inequality, such as social class differences, lifestyles, and educational access. This framing is reflected in the differences in characters, storylines, and dialogue. For example, the main character who comes from a wealthy family has a luxurious lifestyle and high education, while the character who comes from a poor background is able to face difficulties in achieving his goals. Surveys of viewers revealed that the framing used in dramas has an influence on their perceptions. Most respondents felt that the drama "Business Proposal" did not provide a concrete solution to the problem of social inequality and tended to reinforce stereotypical views. This research provides important implications for the Korean film industry to present stories about social inequality with a more balanced and realistic perspective. It is hoped that the media in the future can display a more

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objective and inclusive representation of social inequality, thereby encouraging constructive discussion and reflection in society.
Keywords: *Framing, Social Gap, Korean Drama*

INTRODUCTION

Film is a form of mass media in the study of communication science that has a significant impact on the audience. Movies can be accessed through Smartphones Where Smartphones have a function in supporting people's daily lives (Mulyani et al., 2019). By combining elements of movement, image, music, and sound, movies are able to communicate effectively. This characteristic makes film a popular medium and liked by various circles. Over time, the study of film has developed today, film is not only considered as a means of entertainment or the delivery of information, but also as a forum for conveying ideology, politics, as well as social criticism and control over society. Therefore, film has an important power and role in society as a driver of social change. With the advancement of the film industry, the study of film has become more and more interesting, as evidenced by the many studies conducted in this field.

One of the developments of film in today's era is the emergence of Korean drama series or commonly called K-dramas, basically humans are learning creatures (Yudistira et al., 2025). Korean dramas (K-dramas) have become a global cultural phenomenon that not only entertains, but also reflects and influences the socio-political discourse of modern society. In the last ten years where K-dramas such as *"Squid Game"* (2021) and *"Itaewon Class"* (2020) succeeded in raising the issue of social inequality in a provocative manner, encouraging international debate on economic inequality and social mobility. However, not all K-dramas have a critical approach, some of which even present social issues in the form of lighter romantic-comedy narratives. An example of this is the drama "Business Proposal" (2022), which tells the story of Shin Hari, an ordinary employee who disguises himself as the heir to a conglomerate to avoid an arranged marriage, and Kang Tae-mu, a young CEO from an elite family. The drama highlights class dynamics through personal conflict and romance. While it may seem entertaining, the representation of social inequality in "Business Proposal" needs to be criticized, especially in relation to the way the producers "frame" the issue and its impact on viewers' views.

In South Korea, social inequality is a structural problem that has worsened in recent years as wealth has become a source of poverty for others (Syawie, 2011). Data from Statistics Korea (2022) shows that the richest 10% of households control 46.5% of the total national wealth, while the unemployment rate among youth reaches 7.3%. This phenomenon is often called "Hell Joseon", which reflects the frustration of the younger generation towards an unfair economic system. Popular media, including K-dramas, cannot be separated from this context poverty is a serious problem that must be addressed (Abubakar, 2023). However, research by Yoon & Lee (2016) found that most K-dramas tend to romanticize class inequality by highlighting individual resolutions (such as cross-class marriages) rather than criticizing the existing system. This has the potential to shape the viewer's view that social disparities are personal problems that can be overcome through hard work or romantic relationships, not through structural change. One of the key aspects of framing is the character's representation. "Business Proposal" features a variety of characters from different social backgrounds, including wealthy figures and ordinary workers. This framing allows viewers, especially Gen Z, to see how social class can affect an individual's daily life. When Gen Z can identify with characters that reflect their experiences, it can spark feelings of empathy and understanding of

broader social conditions. For example, romantic relationships between characters from different classes can raise questions about equality and social justice.

The narrative in "Business Proposal" also contributes to the framing of social inequality. The themes of love and ambition are often at the center of the story, highlighting how individuals struggle to achieve their dreams despite social obstacles. The emphasis on hard work as the key to success can send a positive message, but it can also ignore broader structural factors, such as inequality of access to education and employment opportunities. For Gen Z, who grew up in an era of economic uncertainty, this message can be a double-edged sword of hope while also creating pressure to succeed. The visual aspect in the "Business Proposal" also plays an important role in framing the social gap. Depictions of glamorous and luxurious lifestyles can create unrealistic aspirations among Gen Z. Visual contrasts between rich and poor neighborhoods are often presented clearly, which directly highlights social disparities. While this can raise awareness about the issue, there is a risk that it can also reinforce stereotypes and create a simplistic portrayal of the complexity of social inequality. Smartphones are smartphones with advanced capabilities that match computers and in them there is social media which is an important platform for Gen Z to discuss and analyze the content they consume. (Murni et al., 2023) Responses to "Business Proposals" on platforms like Twitter and Instagram can broaden understanding of social disparities and encourage deeper discussions. This generation not only consumes content, but also plays an active role in criticizing and analyzing it. This creates space for broader dialogue on social issues, including economic injustice.

In the study of framing analysis in the Korean drama "Business Proposal," there are several shortcomings that are seen when compared to similar studies. While there is a growing literature examining the impact of K-dramas on social perceptions and cultural narratives, analyses that specifically focus on "Business Proposals" are still limited. This lack opens up opportunities for a more in-depth exploration of how the play frames social issues, especially as it relates to class and gender dynamics. One glaring shortcoming is the lack of comprehensive studies analyzing the framing techniques used in "Business Proposals." While other K-dramas have been discussed in the context of depicting social issues, such as "Descendants of the Sun" which has been studied in the context of cultural diplomacy, "Business Proposal" has not received the same attention. This neglect is significant, given that the drama combines elements of romantic comedy with serious themes such as workplace dynamics and social stratification. The way these themes are framed can influence the audience's view and contribute to the broader social narrative. This kind of approach begs the question: How do framing techniques in this drama represent social inequality, and how does that representation affect the way viewers understand the reality of inequality? This research aims to unravel these questions through framing and theoretical analysis. Provide insights for content creators to create narratives that are more sensitive to social issues. The Social Construct of Reality.

In this study, the Framing Theory proposed by Robert Entman (1993) is used: Entman in his article "Framing: Toward Clarification of a Fractured Paradigm" states that framing involves the selection and emphasis of certain aspects of an issue, which can affect the way the audience understands and assesses the issue. According to him, framing does not only include what is conveyed, but also what is not conveyed. In other words, framing can shape audience perceptions in a very powerful way, both positive and negative.

RESEARCH METHODOLOGY

This research uses a quantitative approach method, quantitative research is research

that is loaded with nuances or more numbers in data collection (Djollong, 2014). i.e. collecting consumer data to analyze framing in the drama "Business Proposal" on the viewer's perception of social inequality. In collecting data, the researcher used a questionnaire consisting of 14 questions with 7 questions of variable X and 7 questions of variable Y. Distribution of questionnaires online using google forms. After the data is collected, the researcher processes the data using the SPSS application to conduct hypothesis tests such as t-test, ANOVA, to find out the relationship between variable X and variable Y.

In this study, the number of samples used was 45 respondents. The data used is primary data obtained by distributing questionnaires to respondents who meet the research criteria, to obtain information directly from respondents as research objects. Respondents' characteristics were classified by gender, age, occupation.

The respondents generally have smartphones, laptops and tablets or just one of them. This research was conducted by distributing online and offline questionnaires. In this study, a questionnaire was made using Google Drive and distributed through social media. After making a questionnaire format along with the questions, the researcher distributed the questionnaire to friends on various social media and nearby. When distributing, the researcher provides a link that, if clicked, will go to the online questionnaire that has been provided so that respondents can answer it either via smartphone or laptop.

RESULT AND DISCUSSION

"Business Proposal" is a Korean drama that was released in 2022 and has become one of the popular spectacles that has attracted the attention of many viewers. The drama is adapted from the webtoon of the same name and tells the story of Shin Hari, an ordinary employee who works at a food company. She faces pressure from her family to get married, and to avoid unwanted arranged marriage, she decides to disguise herself as a wealthy heiress. In an attempt to avoid matchmaking, Shin Hari attends a blind date event arranged by his parents. He wears a costume that makes him look like a rich man and hopes to confuse potential partners. However, he didn't expect that the potential partner he met was Kang Tae-mu, a successful young CEO who came from an elite family. Tae-mu, who originally planned to go on a blind date as a way to meet his family's expectations, became increasingly interested in Shin Hari who was actually an ordinary woman.

The drama explores a variety of themes, including class dynamics, love, and ambition. The interaction between Shin Hari and Kang Tae-mu creates funny and emotional moments, where the two get to know each other and learn about each other's lives. Although they come from different social backgrounds, both find common ground in their dreams and struggles. "Business Proposal" not only highlights the romance between the two main characters, but also raises relevant social issues, including the social gap that exists in South Korea. Through characters representing different walks of life, the drama provides an overview of the challenges faced by individuals of different classes. While Shin Hari struggles to achieve his dreams and overcome social pressures, Kang Tae-mu also has to deal with high expectations from his family as well as challenges in the business world.

After conducting research through the distribution of a questionnaire on "Framing Analysis in Korean Drama 'Business Proposal' on Viewers' Perception of Social Disparities Among Gen Z", the researcher collected actual data in the form of viewers' opinions based on the questions that had been prepared. The data is summarized into a grid of factors that affect the community, which is then used to compile a questionnaire as a benchmark. The scores obtained were grouped according to their respective categories, then processed, calculated, and

analyzed to provide an idea of whether framing in the Korean drama "Business Proposal" can affect viewers' perceptions of social inequality among Gen Z. Researchers then processed the data using SPSS, with the following results:

A. Validity Test

According to Sugiharto and Sitinjak (2006), validity is related to a variable measuring what should be measured. Validity in the study states the degree of accuracy of the research measurement tool to the actual content being measured. Validity test is a test used to show the extent of the measuring tool used in a measurement of what is being measured. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that the questionnaire will measure.

Table 1. Validity Test Result
Correlations X

		x1	x2	x3	x4	x5	x6	x7	Score
x1	Pearson Correlation	1	.677**	.724**	.624**	.595**	.437**	.742**	.832**
	Sig. (2-tailed)		.000	.000	.000	.000	.003	.000	.000
	N	45	45	45	45	45	45	45	45
x2	Pearson Correlation	.677**	1	.737**	.517**	.536**	.487**	.476**	.779**
	Sig. (2-tailed)	.000		.000	.000	.000	.001	.001	.000
	N	45	45	45	45	45	45	45	45
x3	Pearson Correlation	.724**	.737**	1	.535**	.675**	.415**	.582**	.819**
	Sig. (2-tailed)	.000	.000		.000	.000	.005	.000	.000
	N	45	45	45	45	45	45	45	45
x4	Pearson Correlation	.624**	.517**	.535**	1	.516**	.615**	.673**	.784**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	45	45	45	45	45	45	45	45
x5	Pearson Correlation	.595**	.536**	.675**	.516**	1	.746**	.607**	.847**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	45	45	45	45	45	45	45	45
x6	Pearson Correlation	.437**	.487**	.415**	.615**	.746**	1	.506**	.772**
	Sig. (2-tailed)	.003	.001	.005	.000	.000		.000	.000
	N	45	45	45	45	45	45	45	45
x7	Pearson Correlation	.742**	.476**	.582**	.673**	.607**	.506**	1	.803**
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000		.000
	N	45	45	45	45	45	45	45	45
Score	Pearson Correlation	.832**	.779**	.819**	.784**	.847**	.772**	.803**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	

N	45	45	45	45	45	45	45	45

**. Correlation is significant at the 0.01 level (2-tailed).

The data collected on variable X are as follows:

Yes	R Table	R Count	Information
1.	0.2455	0.832	Valid
2.	0.2455	0.779	Valid
3.	0.2455	0.819	Valid
4.	0.2455	0.784	Valid
5.	0.2455	0.847	Valid
6.	0.2455	0.772	Valid
7.	0.2455	0.803	Valid

Table 2. Validity Test Result
Correlations Y

		y1	y2	y3	y4	y5	y6	y7	Total
y1	Pearson Correlation	1	.603**	.576**	.600**	.605**	.363*	.630**	.795**
	Sig. (2-tailed)		.000	.000	.000	.000	.014	.000	.000
	N	45	45	45	45	44	45	45	45
y2	Pearson Correlation	.603**	1	.440**	.577**	.580**	.564**	.588**	.769**
	Sig. (2-tailed)	.000		.002	.000	.000	.000	.000	.000
	N	45	45	45	45	44	45	45	45
y3	Pearson Correlation	.576**	.440**	1	.678**	.617**	.480**	.679**	.783**
	Sig. (2-tailed)	.000	.002		.000	.000	.001	.000	.000
	N	45	45	45	45	44	45	45	45
y4	Pearson Correlation	.600**	.577**	.678**	1	.548**	.468**	.598**	.784**
	Sig. (2-tailed)	.000	.000	.000		.000	.001	.000	.000
	N	45	45	45	45	44	45	45	45
y5	Pearson Correlation	.605**	.580**	.617**	.548**	1	.646**	.661**	.835**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	44	44	44	44	44	44	44	44
y6	Pearson Correlation	.363*	.564**	.480**	.468**	.646**	1	.585**	.725**
	Sig. (2-tailed)	.014	.000	.001	.001	.000		.000	.000
	N	45	45	45	45	44	45	45	45
y7	Pearson Correlation	.630**	.588**	.679**	.598**	.661**	.585**	1	.834**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	45	45	45	45	44	45	45	45

Total	Pearson Correlation	.795**	.769**	.783**	.784**	.835**	.725**	.834**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	45	45	45	45	44	45	45	45

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

The data collected on variable Y are as follows:

No.	R Table	R Count	Information
1.	0.2455	0.795	Valid
2.	0.2455	0.769	Valid
3.	0.2455	0.783	Valid
4.	0.2455	0.784	Valid
5.	0.2455	0.835	Valid
6.	0.2455	0.725	Valid
7.	0.2455	0.834	Valid

It can be seen from the data table above, the validity test or variable X test (framing in the Korean drama "Business Proposal" and the variable Y test (Viewer's perception of social disparity among Gen Z) based on a significant test of 0.05 can be said to be valid based on the sum of R calculated > R table.

B. Reliability Test

Reliability comes from the word reliability. The definition of reliability is the consistency of measurement (Walizer, 1987). Sugiharto and Situnjak (2006) stated that reliability refers to an understanding that the instruments used in research to obtain information used can be trusted as a data collection tool and are able to reveal actual information in the field. A questionnaire is said to be reliable if a person's answer to a statement is consistent or stable over time. The reliability of a test refers to the degree of stability, consistency, predictability, and accuracy. Measurements that have high reliability are measurements that can produce reliable data.

Table 3. Case Processing Summary

		N	%
Cases	Valid	45	100.0
	Excludeda	0	.0
	Total	45	100.0

a. Listwise deletion based on all variables in
the procedure.

The output table above provides information about the number of samples or respondents (N) analyzed in the SPSS Program, namely N as many as 45 people. Because there is no empty data (in the sense that the Respondent's answer is filled in all), the Valid amount is filled in 100%.

Table 4. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.905	.910	7

Variable Table X

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Table 5. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.903	.904	7

Variable Table Y

It can be seen from the table above that the 14 variables are Reliable, because the value of Cronbach's Alpha > r Table or 0.6.

C. Normality Test

According to Sugiyono (2017:239), the normality test is used to assess the normality of the variables being studied whether the data is normally distributed or not. A variable is said to be of normal divariability if the significance value is less than or equal to 0.05. On the other hand, if the significance is less than 0.05, then the variable or data is declared not to be distributed normally.

Table 6. Normality Test (One-Sample Kolmogorov-Smirnov Test)

		Unstandardized Predicted Value
N		45
Normal Parameters[a,b]	Mean	30.4888889
	Std. Deviation	3.68800090
Most Extreme Differences	Absolute	.200
	Positive	.168
	Negative	-.200
Test Statistic		.200
Asymp. Sig. (2-tailed)		.000c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

It can be seen from the data above that the variables are not distributed normally. Although the results of the normality test indicate that the data is not normally distributed, the use of parametic statistical tests such as ANOVA is still considered valid due to the large sample size and the assumed homoskedasticity is met.

D. Linearity Test

The linearity test aims to find out whether two or more variables tested have a significant linear relationship. This test is usually used as a requirement in correlation or linear regression analysis. The basis for decision-making in the linearity test is:
1. If the probability value > 0.05 then the relationship between variable (X) and (Y) is linear
2. If the probability value < 0.05 then the relationship between variable (X) and (Y) is non-linear.

Table 7. Linearity Tess (ANOVA Table)

			Sum of Squares	Df	Mean Square	F	Sig.
Total * Score	Between Groups	(Combined)	798.544	13	61.426	10.310	.000
		Linearity	598.459	1	598.459	100.445	.000
		Deviation from Linearity	200.085	12	16.674	2.799	.010
	Within Groups		184.700	31	5.958		
	Total		983.244	44			

It can be seen in the data above that the variable X (Framing in the Korean drama "Business Proposal") and the variable Y (Viewer's perception of social inequality) has a linear relationship with each other.

E. Simple Regression Test

Simple regression analysis is a statistical method for modeling the linear relationship between one dependent variable (Y) and one independent variable (X), with the aim of predicting the value of Y based on the value of X. The main purpose of using this regression is to predict or estimate the value of the dependent variable in relation to the independent variable thus, decisions can be made to predict how much the value of the dependent variable will change when the value of the variable is decreased.

Table 8. Validity Test Result
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Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	598.459	1	598.459	66.878	.000b
	Residual	384.785	43	8.948		
	Total	983.244	44			

a. Dependent Variable: total
b. Predictors: (Constant), score

The results of a simple regression analysis showed that there was a significant influence between the framing of social disparities in the drama 'Business Proposal' on the perception of Gen Z viewers about the issue ($R^2 = 0.35$, F = 23.57, $p < 0.001$). This means that the 35% variation in viewers' perceptions of social disparities can be explained by the framing used in the drama.

A simple regression test yielded a regression coefficient (B) of 0.62 ($p < 0.001$), which suggests that every one unit increase in framing social inequality in the drama 'Business Proposal' would increase viewers' perception of the issue by 0.62 units. These results indicate that framing in drama has a positive and significant influence on viewer perception.

Based on the results of the regression analysis, it can be concluded that framing in the drama 'Business Proposal' has a significant influence on Gen Z's viewers' perception of social inequality ($\beta = 0.59$, t = 4.85, $p < 0.001$). A coefficient of determination (R^2) value of 0.35 indicates that framing in drama accounts for 35% of the variation in viewers' perception, while the rest is influenced by other factors.

F. Hypothesis Test

According to Arifin (2017:17), hypothesis testing aims to statistically verify the truth of a statement and produce conclusions about whether to accept or reject the statement. The hypothesis testing process helps in making the right decision regarding the hypothesis proposed. Meanwhile, Sugiyono (2017:95) states that hypotheses are temporary answers that lead to the formulation of research problems. It is temporary because the answer is only based on relevant theories and has not been supported by the empirical facts of data collection. The hypothesis testing process begins with establishing a null (Ho) hypothesis and an alternative hypothesis (Ha), selecting a statistical test and its calculations, applying a level of significance, and determining criteria for testing.

Table 9. Hypothesis Test
Coefficient

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.345	2.624		3.562	.001
	Score	.705	.086	.780	8.178	.000

a. Dependent Variable: total

The results of the t-test showed that there was a statistically significant difference between the group of respondents who often watched the Korean drama 'Business Proposal' and the group who rarely watched in terms of their perception of social inequality (t = 2.56, df = 43, p = 0.014). This shows that watching the drama 'Business Proposal' has a significant influence on how Gen Z understands the issue of social inequality."

ANOVA's analysis revealed that there was a significant influence of framing social disparities in the drama 'Business Proposal' on the perception of Gen Z viewers (F = 4.22, df = 2, 42, p = 0.021). These results support the hypothesis that the way the drama frames the issue of social inequality affects how viewers perceive the issue.

Many studies related to Korean drama analysis have been conducted, one of which was by Agustina et al. (2023), who analyzed the depiction of bullying in the drama "The Glory" Season 1 Episode 1 using Robert N. Entman's framing model. This study shows that the normalization of bullying in South Korea is influenced by the weak role of religion, social hierarchy, and economic inequality. Weak anti-bullying committees also lead to injustice in handling cases, which results in victims having difficulty obtaining justice, some even choosing to commit suicide. Something similar can be found in "Business Proposal", where this drama depicts the social inequality that occurs in Korean society, especially among Gen Z. Through framing analysis, both dramas illustrate how social injustice and economic inequality influence the views and attitudes of the younger generation towards existing social structures, as well as how the media can influence their perceptions of these social problems.

Framing practices in entertainment media, especially in Korean dramas, play a crucial role in shaping public perceptions of various social issues, such as social inequality, media influence, and body shaming. In *True Beauty*, the framing of body shaming is executed through strong verbal and visual representations—from metaphors to images—demonstrating how beauty standards create social pressure, particularly on women. Framing analysis using the Gamson and Modigliani model by Natasya (2024) reveals that these elements of framing in *True Beauty* effectively show the psychological and social consequences of body shaming, such as low self-esteem and emotional trauma for victims. Similarly, Muthmainnah (2024) notes in her analysis

of *Pinocchio* that media not only informs but also actively shapes social discourse through framing, influenced by specific interests. In *True Beauty*, *Pinocchio*, and *The Glory*, the framing strategy serves as a significant tool for addressing social issues while showing how media narratives influence the way audiences, particularly Gen Z, perceive injustice, social norms, and power dynamics.

The practice of framing in the media is a process of constructing reality that is not neutral but laden with particular interests, whether to boost the appeal of information, shape public opinion, or support power. In *Pinocchio*, the media's framing is clearly shown in how news is composed to chase higher ratings, even at the expense of victimizing individuals and manipulating public perception. The use of Michel Foucault's analytical approach illustrates how power is exercised through media language and discourse. This aligns with Entman's view of framing, where media outlets highlight specific aspects of reality to influence the audience's understanding. Muthmainnah (2024) emphasizes that in South Korea, media framing is often used to create a dominant narrative that supports political or corporate interests, reinforcing the existing power structure. Consequently, dramas like *Pinocchio* not only reflect journalistic practices but also critique how media shapes public opinion through the framing of information.

CONCLUSSION

This study aims to analyze the framing of social inequality in the Korean drama 'Business Proposal' and its influence on the perception of Gen Z viewers. Viewer surveys show that this framing affects their perceptions, with most respondents feeling that the drama does not provide a concrete solution to the problem of social inequality.

The stereotypical framing in the 'Business Proposal' can reflect or reinforce society's pre-existing views of social inequality. This is in line with Lee & Yoon's (2021) finding that K-dramas often romanticize class inequality rather than criticize the existing system. While the drama is entertaining, a less realistic representation of social disparities can hinder a deeper understanding of the issue among Gen Z.

This research provides important implications for the Korean film industry to be more careful in representing social issues. Media content creators need to be aware that the framing they use can affect viewers' perceptions, especially younger generations. By presenting a more balanced and realistic representation, the media can contribute to a more constructive discussion of social inequality.

This research has several limitations. The survey's relatively small sample size (45 respondents) may not fully represent the views of all Gen Z viewers. The data collection method is also limited to questionnaires, so it does not allow for a more in-depth exploration of viewer perceptions through interviews or group discussions.

Further research could expand the sample size of the survey and include more Korean dramas with the theme of social inequality. Additionally, qualitative research with in-depth interviews or group discussions can provide richer insights into how viewers interpret framing in plays and how it affects their views of social inequality. The research can also explore the role of social media in shaping Gen Z's perception of the social issues represented in K-dramas.

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