

ABSTRAK

Penelitian terkait Representasi Konflik Kepentingan Pada Serial Televisi “*House of The Dragon*” bertujuan untuk mengetahui lebih dalam mengenai bagaimana konflik kepentingan atau *conflict of interest* direpresentasikan pada sebuah serial televisi. Penelitian ini menggunakan jenis penelitian kualitatif deskriptif menggunakan metode analisis semiotika Roland Barthes. Data penelitian didapatkan melalui observasi tidak langsung (*non-participant observation*) yang dilakukan dengan menonton serial televisi *House of the Dragon* dengan menganalisis konton *visual* dan *audio visualnya*. Hasil penelitian menghasilkan makna denotasi berupa diskusi dewan dengan raja, persidangan terbuka, serta mengantar surat terhadap tuan suatu kastil. Makna konotasi berupa konflik kepentingan antara tokoh-tokoh utama yang terlibat. Serta mitos yang tercipta dari tanda yang ada seperti main hakim sendiri, budaya patriarki yang tidak menginginkan wanita menjadi pewaris kerajaan, stereotip negatif terhadap anak haram, serta pengingkaran janji.

Kata kunci : Konflik Kepentingan, Analisis Semiotika Roland Barthes, Serial Televisi.

ABSTRACT

The study related to the Representation of Conflict of Interest in the Television Series "House of The Dragon" aims to gain a deeper understanding of how conflict of interest is represented in a television series. This research employs a qualitative descriptive research approach using Roland Barthes' semiotic analysis method. The research data is obtained through indirect observation (non-participant observation) conducted by watching the television series House of the Dragon and analyzing its visual and audio-visual content. The research results yield denotative meanings in the form of council discussions with the king, open hearings, and delivering letters to the lord of a castle. Connotative meanings include conflicts of interest among the main characters involved. Additionally, myths are created from existing signs such as taking matters into one's own hands, a patriarchal culture that does not desire women to inherit the kingdom, negative stereotypes against illegitimate children, and the breaking of promises.

Keywords : *Conflict of Interest, Roland Barthes' Semiotic Analysis, Television Series.*