

ABSTRAK

Penelitian ini bertujuan mengetahui penerapan kode etik *public relations* berdasarkan kode etik IPRA (*International Public Relations Association*) saat melakukan restorasi citra dalam drama Korea “*Race*”. Metode penelitian yang digunakan dalam penelitian adalah analisis semiotika John Fiske. Dengan tiga level kode sosial dalam analisis semiotika John Fiske, level realitas, level representasi, dan level ideologi peneliti melakukan observasi dan dokumentasi *scene-scene* dalam drama Korea *Race* khususnya pada 5 episode yaang terdiri dari episode 2, 4, 5, 9, dan 11 yang di dalamnya terdapat adegan tentang restorasi citra perusahaan dan penerapan kode etik *public relations*. Hasil penelitian menunjukkan bahwa para tokoh dalam drama Korea “*Race*” menerapkan kode etik IPRA dengan baik diantaranya kode etik ketaatan, kode etik integritas, kode etik dialog, kode etik keterbukaan, kode etik konflik, kode etik ketepatan, dan kode etik kebohongan. Secara keseluruhan, penelitian ini memberikan pemahaman tentang strategi restorasi citra perusahaan yang dilakukan *public relations* dan representasi penerapan kode etik saat melakukan restorasi citra.

Kata kunci: Kode Etik Public Relations, Restorasi Citra, Semiotika John Fiske, Drama Korea Race

ABSTRACT

This research aims to determine the application of the public relations code of ethics based on the IPRA (International Public Relations Association) code of ethics when carrying out image restoration in the Korean drama "Race". The research method used in the research is John Fiske's semiotic analysis. With three levels of social code in John Fiske's semiotic analysis, reality level, representation level, and ideology level, researchers observed and documented scenes in the Korean drama Race, especially in 5 episodes consisting of episodes 2, 4, 5, 9, and 11 which includes scenes about restoring the company's image and implementing a public relations code of ethics. The research results show that the characters in the Korean drama "Race" apply the IPRA code of ethics well, including the code of ethics for obedience, code of ethics for integrity, code of ethics for dialogue, code of ethics for openness, code of ethics for conflict, code of ethics for accuracy, and code of ethics for lies. Overall, this research provides an understanding of corporate image restoration strategies carried out by public relations and a representation of the application of a code of ethics when carrying out image restoration.

Keywords: *Public Relations Code of Ethics, Image Restoration, John Fiske's Semiotics, Korean Drama Race*