

ABSTRAK

Sinema film telah berkembang menjadi berbagai macam bentuk dan format. Salah satu format film yang banyak digemari ialah serial drama. Serial drama adalah sebuah format tayangan sinema dimana alur ceritanya berlanjut selama berminggu-minggu, berbulan-bulan atau bahkan bertahun-tahun dan biasanya ditayangkan melalui media televisi. Formatnya yang berbentuk episode-episode, mengharuskan serial drama memiliki karakter utama yang mencolok. Skripsi ini bertujuan untuk mengidentifikasi dramatisasi negosiasi yang dilakukan karakter Ragnar Lothbrok dalam Serial Drama Vikings (2013) karya Michael Hirst melalui analisis pentad dramatisme Kenneth Burke. Karakter ini dipilih karena kemampuan negosiasinya yang merupakan pembeda antara karakter lain. Penelitian dilakukan dengan metode kualitatif dengan teknik pengumpulan data berupa dokumentasi dan studi pustaka. Data yang didapat kemudian dianalisis menggunakan lima unsur pentad dramatisme yang mencakup agent, act, scene, agency, dan purpose, serta konsep lain dramatisme, seperti substansi, identifikasi, dan konsubstansi. Hasil yang dari penelitian ini menunjukkan bahwa dramatisasi negosiasi Ragnar Lothbrok meliputi beberapa unsur, yakni: agent, Ragnar Lothbrok sebagai seorang pemimpin bangsa viking yang memiliki kecerdasan sebagai senjata utamanya; act, aksi negosiasi yang dilakukan Ragnar dengan lawan negosiasinya; agency, strategi dan taktik negosiasi serta proses negosiasi lain; scene, setting suasana pendukung yang dibentuk penulis untuk menunjang karakter Ragnar; dan purpose, meningkatkan reputasi sebagai pemimpin sekaligus negosiator.

Kata kunci: Serial Drama, Ragnar Lothbrok, Negosiasi, Dramatisme

ABSTRACT

Cinematic films have evolved into various forms and formats. One popular format is the drama series. A drama series is a cinematic broadcast format where the storyline continues over weeks, months, or even years, typically aired through television. Its episodic format necessitates compelling main characters. This study aims to identify the dramatization of negotiation enacted by the character Ragnar Lothbrok in Michael Hirst's Vikings (2013) drama series through Kenneth Burke's dramatisic pentad analysis. This character was chosen due to his negotiation skills, which distinguish him from other characters. The research employs a qualitative method with data collection techniques including documentation and literature review. The collected data were then analyzed using the five elements of the dramatisic pentad: agent, act, scene, agency, and purpose, as well as other dramatisic concepts such as substance, identification, and consubstantiation. The findings of this research indicate that the dramatization of Ragnar Lothbrok's negotiation encompasses several elements: agent, Ragnar Lothbrok as a leader of the Viking people whose intelligence serves as his primary weapon; act, the negotiation actions carried out by Ragnar with his negotiation counterparts; agency, the negotiation strategies, tactics, and other negotiation processes; scene, the supportive atmosphere created by the writer to enhance Ragnar's character; and purpose, to elevate his reputation as both a leader and a negotiator.

Keywords: Drama Series, Ragnar Lothbrok, Negotiation, Dramatism