

PROTAGONIST SURVIVOR IN TELEVISION DRAMA SCENE

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Abstract

This research discusses about message meaning of breast cancer in Korean Drama called *Jealousy Incarnate*. The concept was taken because breast cancer in men is still considered taboo in the society. Researchers uses Charles Sanders Peirce's Semiotic Theory to analyze the meaning of messages in the South Korean television drama *Jealousy Incarnate*. The method use for this research is qualitative method. Author took data from SBS television drama, that is Wednesday and Thursday slots titles *Jealousy Incarnate* which the authors took from sources of indoxxi.tube, textbooks, electronic articles and publications related to the television drama *Jealousy Incarnate*, breast cancer, and Charles Sanders Peirce's Semiotic Theory. The results of the analysis that the icon in this drama is the visualization that exists in each scene. The conversations they had gave rise to certain symbols. Every cancer survivor, especially breast cancer in men, really needs life-long support and assistance from his closest people, because men who suffer from breast cancer decrease in self-confidence. This study indicate that in the Korean television drama *Jealousy Incarnate* there are scenes that contain messages about the protagonist survivor breast cancer in men. The drama made people aware, especially men, to be more cautious against breast cancer.

Keywords: *Protagonist, Survivor, Television, Drama, Scene*

Abstrak

Penelitian ini membahas tentang makna pesan kanker payudara dalam Drama Korea bernama *Jealousy Incarnate*. Konsep itu diambil karena kanker payudara pada pria masih dianggap tabu di masyarakat. Para peneliti menggunakan Teori Semiotik Charles Sanders Peirce untuk menganalisis makna pesan dalam drama televisi Korea Selatan *Jealousy Incarnate*. Metode yang digunakan untuk penelitian ini adalah metode kualitatif. Penulis mengambil data dari drama televisi SBS, yaitu judul slot Rabu dan Kamis *Jealousy Incarnate* yang penulis ambil dari sumber indoxxi.tube, buku teks, artikel elektronik dan publikasi yang berkaitan dengan drama televisi *Jealousy Incarnate*, kanker payudara, dan Semiotic karya Charles Sanders Peirce Teori. Hasil analisis bahwa ikon dalam drama ini adalah visualisasi yang ada di setiap adegan. Percakapan mereka memunculkan simbol-simbol tertentu. Setiap penderita kanker, terutama kanker payudara pada pria, benar-benar membutuhkan dukungan seumur hidup dan bantuan dari orang-orang

terdekatnya, karena pria yang menderita kanker payudara mengalami penurunan kepercayaan diri. Studi ini menunjukkan bahwa dalam drama televisi Korea Jealousy Incarnate ada adegan yang berisi pesan tentang protagonis yang selamat dari kanker payudara pada pria. Drama itu membuat orang sadar, terutama pria, untuk lebih berhati-hati terhadap kanker payudara.

Kata kunci: *Protagonis, Survivor, Televisi, Drama, Adegan*

INTRODUCTION

Television programs are divided into two types, stories and non stories. The type of story is divided into two groups namely fiction and nonfiction. Fiction groups produce serial films (TV Series), television films or FTV (popular through television channels), and short films. Non-fiction groups work on various educational programs, documentary films or profiles of figures from certain regions. Non-story programs themselves consider variety shows, TV Quiz, talk shows, and news coverage (Effendi, 2014, p. 6). Journalistic value is not needed in entertainment programs, but if there is a journalistic element only as a supporter (Latief & Utud, 2015, p. 5).

This drama genre is able to combine with any genre such as comedy, thriller, science-fiction, western, criminal, fantasy, horror, and war. Conflicts presented can be triggered by the environment, self, and nature. The story is often adapted from performances, literary works, novels, poems, and diaries (Pratista, 2008, p. 14). Drama program is a show that presents a story about the life or character of a person or persons (characters) - played by a player (artist) - which involves conflict and emotions. (Morissan, 2009, p. 213).

Serial drama is one type of drama that uses the same characters in a story, which have episodes of length. A minimum of 3 episodes, a maximum of 104 episodes. Serial drama has two forms, namely drama series that aired weekly (weekly) and drama series that aired daily (daily) or stripping (Suban, 2009, p. 30). The drama television series Jealousy Incarnate directed by Park Shin-Woo is one of the dramas that was quite successful in capturing the attention of viewers in South Korea and internationally. The South Korean television drama tells of fierce competition in a broadcasting station between handsome broadcasters with journalistic talent Lee Hwa-Shin (played by Jo Jung-Suk) and weather forecasters who are still contract workers Pyo Na-Ri. Pyo Na-Ri, played by Gong Hyo Jin, is a weather forecaster from a family with a history of breast cancer. Unintentionally Lee Hwa-Shin suffered a minor accident that caused his chest to hit and then he checked it to the doctor and was diagnosed with breast cancer (Damayanti, 2016, para. 1) ... The drama series was quite popular with the people of South Korea and internationally. The drama series Jealousy Incarnate proved to be quite successful with never losing this drama from the Top 20 List For TV Programs on the Nielsen Korea website, which has a stable rating (Hong, 2016).

Film is a medium that allows humans to exist existentially with imaginary realities. In the film the protagonist and antagonist appear trapped in kiyang aiming to make the story more interesting. Conflict in the film can be in the form of conflicts between various groups and interests, social background, economy, culture, history, and also health (Peransi, 2005, p. 149).

Cancer is one of the leading causes of death worldwide. According to GLOBOCAN (IARC) data for 2018, it is known that breast cancer is the cancer with the highest

percentage of new cases, which is 11.6% as high as lung cancer, with a percentage of deaths of 6.6%. South Korea is a country in Asia that has the highest breast cancer survival rates among other Asian countries. (The Global Cancer Observatory, 2019). Breast cancer is a disease that attacks many countries. Indonesia is at the lowest level for survival rates of 78% below Turkey 79%, China 81% and the highest is South Korea with 83% (American Cancer Society, 2015, p. 9). Other facts also reveal that every year 600 men are diagnosed with breast cancer in Germany. When compared with 74,500 women with the same case, this is indeed a very small number. The World Health Organization (WHO) predicts that, if the situation does not change, 20 percent of men will develop cancer before the age of 75 in 2030, and 16 percent will die of the disease (Wingard, 2015, para. 1 & 3).

Semiotics Charles Sanders Peirce

Semiotics is a science or method of analysis to study signs. Signs are devices that we use in an effort to try to find a way in the world, in the midst of humans and with humans (Sobur, 2009, p. 15). Peirce defines semiotics as the study of signs and everything related to signs; how to function (semiotic syntactic) and relate between signs (semiotic semantics), and examine the sender and recipient by those who use the sign (semiotic pragmatik) (Rusmana, 2014, p. 107).

For Peirce, the fundamental principle of the nature of signs is the nature of representative and interpretative nature. The representative nature of the sign means that the sign is something that represents something else (something that represents something else), while the interpretative nature means that the sign provides opportunities for interpretation depending on the user and the recipient. In this context, Peirce considers that the process of meaning (significance) becomes important because humans give meaning to the reality they encounter. According to Peirce, this expressly assumes that language has a close relationship with reality (Rusmana, 2014, p. 107).

METHODOLOGY

This study used qualitative research methods. Qualitative research methods are research methods used to examine natural object conditions (Sugiyono, 2010, p. 1). Qualitative research methods aim to explain phenomena through deep data collection and do not prioritize population or sampling, because this method emphasizes the depth (quality) of data rather than the amount (quantity) of data (Kriyantono, 2006, p. 56). The unit of analysis used is drama. The drama used as the unit of analysis in this study is the Korean drama entitled *Jealousy Incarnate*. The selection of television drama series originating from South Korea called *Jealousy Incarnate* is due to the story that raises the story of breast cancer in men who are still very rarely known by the public.

Peirce (in Wibowo, 2011) distinguishes the types of signs into icons (index), index (index) and symbols (symbols) based on the relation between the representamen and the object (Wibowo, 2011, p. 18). An icon is a sign that has a similarity in appearance so that the sign is easily recognizable by the wearer. In the icon the relationship between the representamen and the object manifests as similarity in several qualities. Index is a sign that has a phenomenal or existential relation between the representamen and the object. In an index, the relationship between a sign and its object is concrete, actual and usually in a sequential or causal way. Symbols are a type of arbitrary and conventional sign in accordance with the agreement or convention of a number of people or communities. Signs of language in general are symbols. Not a few traffic signs that are symbolic (Wibowo, 2011, p. 18).

Primary data is data in the form of verbal or words spoken verbally, gestures or behavior carried out by the subject can be trusted, in this case the research subject (informant) regarding the variable under study. (Arikunto, 2014). In this study, researchers used the Korean drama *Jealousy Incarnate* by using a video uploaded on the indoxxi.tube website. Secondary data is data obtained from graphic documents (tables, notes, minutes of meetings, SMS and others), photographs, films, video recordings, objects and others that can enrich primary data. (Arikunto, 2014)

The analysis used for this research is Charles Sanders Peirce's Semiotics analysis (in Wibowo, 2011, p. 17). Peirce's theory is often referred to as "grand theory" in semiotics. This is due to Peirce's ideas being comprehensive, structural descriptions of all marking systems. Peirce wants to identify the basic particles of the sign and reassemble all components in a single structure.

This study uses triangulation techniques to check the validity of the data. Triangulation is a data validity checking technique that uses something else outside the data for checking or comparison purposes (Moleong, 2010, p. 330). Triangulate (triangulate) different data sources of information by examining the evidence that comes from these sources and using them to build a coherent justification of themes. Themes that are built based on a number of data sources or perspectives from participants will add to the validity of the study (Creswell, 2016, p. 269).

RESEARCH RESULT

Television drama is a soap opera with a limited series that usually lifts true stories that are presented with a variety of emotions and conflicts to attract viewers. Besides its function to entertain the public, television drama is also considered to be able to provide moral values and education for the audience. One of them is a television drama from South Korea titled *Jealousy Incarnate* which raises the story of breast cancer experienced by men. Conflicts discussed in television dramas are rarely heard in the public. Like the story in this television drama that illustrates the lack of public knowledge about breast cancer that can attack men. On the other hand, this television drama also shows the struggle of a male survivor with breast cancer. Based on the IMDb website, nd, the television drama *Jealousy Incarnate* has a romance-comedy genre with a Parental Guidance (PG) rating of -15, which means that viewers under the age of 15 years need to be accompanied by parents when watching. This is because some scenes may contain elements that are inappropriate for minors and are also adapted to the message that will be delivered to the target audience.

Jealousy Incarnate was released with a total of 24 episodes in South Korea and was broadcast by SBS television station. This drama also won several SBS Drama Awards nominations, such as Best Actor (romantic comedy) nominations won by Jo Jung-Suk, Best Actress (romantic comedy) won by Gong Hyo-Jin, Special Actress (romantic comedy) won by Seo Ji-Hye, the Ten Star Award won by Jo Jung-Suk, and the New Star Award won by Ko Gyung-Pyo.

The male lead is Jo Jung Suk, who plays Lee Hwa Shin, a reporter in the broadcasting department at SBC television station. His character is a journalist who is intelligent and fearless. Until when there was a woman named Pyo Na-Ri who suspected that she might have breast cancer. Pyo Na-Ri's suspicions posted on Lee Hwa Shin turned out to change Lee Hwa Shin's entire life. The reason is after doing a series of chest examinations, Lee Hwa Shin was correctly diagnosed with breast cancer by a breast specialist. Jong Suk, born on December 26, 1980, is a well-known South Korean actor who began his career as a musical theater player. He began his career in 2004

playing in the theater *The Nutcracker* and debuted as an actor in 2011. Until now he has acted in more than 25 musical theaters, 8 feature films, and 5 television dramas.

The main female player is Gong Hyo-Jin playing the role of Pyo Na-Ri, who is told as a weather forecast announcer on SBC television station. He has a history of hereditary diseases, namely breast cancer, so he must always see himself to the doctor routinely every six months to anticipate himself having breast cancer. Pyo Na-Ri, who is known to have a one-sided love for Lee Hwa Shin for three years, has a very significant role for Lee Hwa Shin in dealing with breast cancer suffered by that man. He always accompanied and became the only person who knew about the illness suffered by Hwa Shin. Eventually they were in a relationship until they got married and had children. Gong Hyo-Jin born April 4, 1980 debuted in 1991 as a model and actress. She is known as an actress who always makes television dramas that she has starred in always successful.

Breast is one of the characteristics of secondary sex that has important significance for women, not only as one of the identities that she is a woman, but has its own values both in terms of biological, psychological, psychosexual and psychosocial (Hawari, 2004, p. 77) . At first, cancer cells are normal cells in the body. However, these cells that grow and divide do not follow a normal cycle. This condition occurs because a collection of genes that control cell division is missing. The gene functions to instruct cells to stop dividing when there are enough. However, because there are mutations (changes in genes), this order does not work effectively. As a result, cell division occurs without interruption until it can be seen or felt as a lump in the affected organ (Breast Cancer Medical Education Team, 2017, p. 20).

This lump is known as a tumor. Based on the malignancy, tumors are divided into two types, namely benign and malignant. Benign tumors do not have the ability to spread to other parts of the body, for example to the lungs, liver, bones, or other organs. In medical terms, the ability to spread is known as metastasis. Conversely, malignant tumors can be metastatic. This malignant tumor is called cancer. Cancer is called malignant because it can damage the structure of healthy cells around it and steal most of the nutrients in the body. Growth is also so rapid that it is more difficult to eradicate than benign tumors (Breast Cancer Medical Education Team, 2017, p. 21).

All women who have started menstruation have a risk of developing breast cancer. However, the incidence of breast cancer will increase significantly in women over 40 years. Aside from women, actually, breast cancer can also affect men, but only 1% of all cases — of 100 cases of breast cancer 99 are experienced by women and only 1 is experienced by men (Breast Cancer Medical Education Education Team, 2017, p. 26).

Scene 1

Pyo Na-Ri gropes Hwa Shin's chest because she suspects that Hwa Shin has breast cancer. His suspicion was because Hwa Shin's chest felt like his mother and grandmother had breast cancer. This scene shows that, breast cancer is still considered only to be infected by women. Although in fact breast cancer can be infected by women and men. Strong rejection made by Hwa Shin illustrates that breast cancer is not possible in men. The opinion expressed by Pyo Na-Ri is based on her experience of breast cancer experienced by her mother and grandmother. He also checked himself into a breast cancer specialist to anticipate the possibility of his own breast cancer. Meanwhile, the response from Lee Hwa Shin who glares while frowning both of his eyebrows indicates that he is angry and offended by the behavior and words of Pyo Na-

Ri. He didn't accept it when Pyo Na-Ri said that maybe he had breast cancer, besides he felt his self-esteem was lowered by being equal to a woman namely his mother and grandmother Pyo Na-Ri who had breast cancer, Lee Hwa Shin also felt Pyo Na-Ri's behavior groping his chest in the office area where he works is also a shame.

Scene 2

Lee Hwa Shin had a car accident that made his chest hit the steering wheel. So, he checked himself into a Bone Specialist doctor. However, after being examined by a Bone Specialist doctor. He found an oddity in Hwa Shin's right chest. Finally, it is recommended that Hwa Shin be examined further by a breast specialist. Based on the dialogue in the scene, it can be seen that Lee Hwa Shin was offended when the bone specialist doctor instead recommended him to do further examinations regarding his chest to the breast specialist. This, reminded him of Pyo Na-Ri's suspicions about breast cancer. Lee Hwa Shin felt unacceptable when a bone specialist referred him to a breast specialist. With his referral to a breast specialist, he felt that the doctor considered him to have breast cancer, which Hwa Shin thought no one in South Korea could develop breast cancer.

Scene 3

For the first time Lee Hwa Shin went to a breast specialist for further examination related to the strangeness of her chest. However, he was actually reluctant to go to a breast specialist because he felt uncomfortable about it. The sentence Lee Hwa Shin said to the breast specialist when entering the room "the doctor is not a man?" illustrates that he was quite surprised to find a doctor who would examine himself was a woman. In general, a patient feels uncomfortable when being examined by a doctor of the opposite sex, especially if he has a serious illness or a disgrace for his gender. Therefore, Lee Hwa Shin could not control himself when consulting with doctors and immediately opened his clothes in front of doctors and nurses with the intention that the examination on his chest was quickly completed. This is also supported by gestures that always distract him from the presence of the doctor. This scene also portrays Lee Hwa Shin's ego as a man who still refuses if he is diagnosed with a lump in her breast, despite being diagnosed by two doctors. The ego in the scene is depicted by his attitude that refused to be examined by a female doctor and seemed reluctant to do the examination.

Scene 4

Lee Hwa Shin was diagnosed with breast cancer because a lump in his chest was found which required a series of examinations. At the ultrasound examination, the breasts are true there are white lumps. Therefore it is advisable to do a biopsy to find out for sure whether Lee Hwa Shin has breast cancer. A series of ultrasound examinations and biopsies performed by Lee Hwa Shin are examinations also performed by female patients. That way, there is no difference in treatment between breast cancer patients in women or men. This scene shows that as humans we also need to pay more attention when there are oddities in the body. Immediately consult a doctor, to find out whether this is a serious disease or not. So that it can prevent worse effects on the body.

Scene 5

Lee Hwa Shin came back to the breast specialist to hear the results of her examination. The doctor stated that if Hwa Shin really has breast cancer which is estimated to be still in stage 1. In this scene there is a debate between Hwa Shin and the doctor. Hwa Shin still doesn't believe that. The doctor explained that men are the same as women who have breasts. There is no difference whatsoever in handling it. Hwa Shin asked the doctor not to tell anyone about this illness. The sooner it is discovered that breast cancer will be more beneficial for patients. Because cancer cells themselves have not

spread too fast to other body organs. In this scene Hwa Shin is declared to have stage 1 breast cancer, where he still has the choice of surgery to remove part of his chest or lift his entire chest. But he as a man also has feelings of shame and fear that his chest will be lifted entirely. He felt, women would not see him as a man if he removes all his chest. He is also worried about his future which is about marriage. On the other hand he also wants to be treated as a woman, where women who always want to be treated special, by doing the best way to not leave scars from surgery on his body which will look ugly. Specially treated here as well as his request to the doctor not to tell anyone about the history of the disease for the sake of his future.

Scene 6

Lee Hwa Shin who entered the inpatient room to prepare for breast cancer surgery was in the same room as Pyo Na-Ri who was also going to have a benign tumor on her chest. At that time, Lee Hwa Shin revealed his anger at Pyo Na-Ri who once had a one-sided love for Lee Hwa Shin and the first person to advise Hwa Shin to check her chest to a breast specialist. Since then, Hwa Shin has always expressed her feelings for Pyo Na-Ri, and Na Ri has always accompanied Hwa Shin during the treatment period. And in the end, they decided to undergo a relationship. Hwa Shin has begun to accept his condition as a breast cancer patient. The conversation carried out by Lee Hwa Shin and Pyo Na-Ri illustrates Hwa Shin's furious feelings before performing the surgery and her concern about her future after undergoing breast cancer surgery. Hwa Shin can comfortably tell Pyo Na-Ri because she feels she has the same fate as Pyo Na-Ri who also has a benign tumor on her chest. Lee Hwa Shin's worries here are more about reducing confidence in how women will view him as a man. Fear will no longer be considered male by women, no longer loved by women, not even able to get married like most other normal men.

Scene 7

After various events that happened, Lee Hwa Shin and Pyo Na-Ri decided to undergo a relationship. Pyo Na-Ri also always accompanies Hwa Shin to undergo breast cancer treatment. In this scene even Pyo Na-Ri replaces Hwa Shin to become a patient, so people around her don't know Hwa Shin's identity as a breast cancer patient. When anyone recognizes Hwa Shin, Pyo Na-Ri tries to protect Hwa Shin. After various events that happened, Lee Hwa Shin and Pyo Na-Ri decided to undergo a relationship. Pyo Na-Ri also always accompanies Hwa Shin to undergo breast cancer treatment. Pyo Na-Ri's treatment of Lee Hwa Shin, who volunteered to replace him as a breast cancer patient, illustrates how much Pyo Na-Ri's love for Lee Hwa Shin is. As long as Pyo Na-Ri accompanies Hwa Shin in her treatment, Hwa Shin is more confident and relaxed while visiting the treatment room in the breast department. Until in the end Hwa Shin can finish the treatment to the end. In this scene also seen Hwa Shin who can control his emotions and can smile even in front of a breast specialist doctor. Pyo Na-Ri here is also very protective and takes care of Lee Hwa Shin when one of the patients in the breast department recognizes Lee Hwa Shin.

Scene 8

Previously Hwa Shin had completed her chemotherapy period for breast cancer. However, before that breast cancer specialist doctors advised Hwa Shin to re-check the overall condition of his body. From there, the test results came out that said the possibility of Hwa Shin experiencing infertility. So Hwa Shin continued the examination to the urology specialist. Breast cancer patients after surgery to remove cancer cells are required to take chemotherapy to prevent cancer cells from growing back on the body. However, the chemotherapy also has other negative effects that affect the health of the patient's body, because this treatment also causes other normal body cells that are also

in development to die and stop growing. In this scene explains that Lee Hwa Shin is one of the patients affected by the chemotherapy. He was pronounced barren by a urologist. As explained by hellosehat.com the side effects of chemotherapy on male fertility are as follows: First, interfere with or even stop sperm production. Second, it affects the production of testosterone and other hormones that are related to sexual function. Third, it damages nerves and blood vessels in the pelvic region, making it difficult for men to get erections (Ethics, 2017, para. 7). Lee Hwa Shin, who came out of the doctor's room with a blank look, showed a feeling of self-despair after recovering from breast cancer. His confidence fell again when he imagined his future that might not be able to have children.

Scene 9

Because of the rumors spread about Pyo Na-Ri suffering from breast cancer, Lee Hwa Shin felt guilty and could not stand it. Finally, through the live broadcast news, Lee Hwa Shin aired an investigative report that he made about breast cancer experienced by men. The show was also used by Lee Hwa Shin to inform people about the breast cancer he suffered. This was suddenly shocked to the people in the office. The reason is that they know, it is Pyo Na-Ri who has breast cancer. Everyone who has a disease, especially men who have breast cancer. Where the disease is still rarely suffered by men, really need a companion or support figure in his life. Having the person next to him will make the patient more receptive to the fact that he has the disease and has the motivation to recover. In this scene Lee Hwa Shin who is always accompanied by Pyo Na-Ri in all the healing processes of his cancer and he does not feel losing his identity as a man even though he has breast cancer. Lee Hwa Shin felt guilty when people gossiped that it was Pyo Na-Ri who was suffering from breast cancer, which should have been rumored to her. That prompted Hwa Shin to make an investigation into breast cancer and acknowledge the disease. Words uttered by Lee Hwa Shin "Male breast cancer patients are still cancer patients. They are still a man. They have suffered from a serious illness. They don't need to suffer anymore because of other people's judgment ". Is a sign in the scene that shows that someone who has a different situation from the majority that is as a minority still wants to be treated equally and respected. Because they are a minority, namely men who have breast cancer also have the right to be happy without a bad evaluation from the community. All they need is support from others. Support for cancer patients regardless of gender in the sufferer.

CONCLUSION

From the entire drama series Jealousy Incarnate which was analyzed using Charles Sanders Peirce's Theory, three signs, namely an icon, an index and symbols, were found regarding the meaning of breast cancer messages in men. The message about breast cancer presented by the television drama Jealousy Incarnate is intended to make people more aware of the importance of physical health. Especially in cancer which according to the community is still a disease that is difficult to treat. Different if we already understand about cancer, we will be easier to anticipate. Detecting cancer at an early stage will also facilitate treatment and prevent worse effects.

In the case of breast cancer in men, as told by the television drama Jealousy Incarnate, it tells more about the complexity of the struggle of a male survivor in fighting breast cancer. Ordinary people would feel strange if they hear breast cancer experienced by men. In this drama it is clearly depicted how a man was diagnosed with breast cancer, performed an ultrasound, X-ray and biopsy for further examination, was

declared to have breast cancer that may still be stage 1 by breast specialists, doing treatment, and also post-operative treatment.

The meaning of the message of breast cancer that the writer can convey is that a man who has cancer, especially breast cancer, will experience a drastic change in his mental health. This is shown by a decrease in self-confidence, where in this drama Hwa Shin as a breast cancer sufferer thinks he is not male and will not be able to get married to foster a household and have children like other men, because he considers breast cancer to make prices himself down in front of women. Then the emotions in Hwa Shin are also difficult to control because of the many fears in Hwa Shin about the future of his life after being diagnosed with breast cancer.

Society has a stigma that breast cancer will definitely be associated with women. This also happened to Hwa Shin, so according to him the disease he felt was a disgrace that must be kept secret from others. In this drama depicted by Hwa Shin who strongly emphasized the doctor or the hospital not to divulge his identity as a breast cancer patient. In addition, this disease can also affect his future career and social relationships with others, especially in the place of work.

Lee Hwa Shin who was forced to operate on his chest was required to undergo chemotherapy after surgery. Chemotherapy is intended to prevent cancer cells from growing back. But in doing so Hwa Shin still felt reluctant because he was required to come back to the breast department. Pyo Na-Ri, who once had a one-sided love for Hwa Shin, persuaded Hwa Shin to do routine treatment. Eventually Hwa Shin melts with Pyo Na-Ri's attitude that is always considerate of her. From this piece of the scene depicts if a man suffering from breast cancer really needs someone who accompanies him on every course of treatment for his disease. As with female patients, men also want special treatment when they feel alienated.

In the stigma of men considered a strong and tough person. But in reality men also have another side, he can feel fear and weakness for something. With the person next to him, breast cancer patients will be more motivated and motivated to take medication. Because he felt there was still life expectancy and needed by others. Lee Hwa Shin, who in the end was in a relationship with Pyo Na-Ri, was always accompanied by her treatment, Hwa Shin was more confident and relaxed when she went to the treatment room. Until in the end Hwa Shin can finish the treatment to the end. Hwa Shin is also more able to control his emotions and can smile even in front of a breast specialist.

DISCUSSION

The conversations they had gave rise to certain symbols. The icon in this drama is the visualization that exists in each scene. Every act of patient and the doctor is a symbol of the life of a male patient with breast cancer and how they treat the disease. Every cancer survivor, especially breast cancer in men, really needs life-long support and assistance from his closest people. This study indicate that the scenes this drama messages about the protagonist survivor breast cancer in men, made people aware, especially men, to be more cautious against breast cancer.

In the drama Jealousy Incarnate, Hwa Shin's struggle is not only about dealing with breast cancer. After he completed his chemotherapy period, he was also diagnosed with infertility. The urologist he visited, said that it might have been caused by radiation therapy or routine chemotherapy for 6 weeks, but he needed further observation to find out the exact cause. What needs to be known is chemotherapy works by turning off cells that are detected are growing and developing. Noteworthy in this case is chemotherapy

can indeed inhibit the growth of cancer cells, but can also provide other effects on the body. So it is necessary to keep doing the examination in accordance with what the expert doctor recommends. In essence, medically breast cancer patients, both women and men are treated the same, what is different is only the stigma of the community for male survivors with breast cancer.

The meaning of the message of breast cancer in men, researchers convey through observing the scenes associated with the Icons, Indexes, and Symbols of Charles Sanders Peirce's Semiotics Theory, where Lee Hwa Shin as the main object, can finally accept the state of himself as a breast cancer survivor. all the fears he thought turned around with Hwa Shin who lived happily married to Pyo Na-Ri and had two children. Even though Hwa Shin initially felt that her life would not be as beautiful as other normal men after being diagnosed with breast cancer, basically she only needed someone beside her to understand herself, as a place where Hwa Shin complained, so that all her insecurities could be channeled and did not put too much pressure on her mental health. The importance of having someone who can always understand us, can increase motivation and confidence in this self to keep trying and never give up in facing a problem.

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