



**REPRESENTATION OF ALPHA FEMALE CHARACTER IN THE
K-DRAMA “QUEEN OF TEARS”**

Undergraduate Thesis

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CHAPTER V

CLOSING

This chapter examines the research findings and its implications. After conducting a thorough and in-depth analysis, this chapter provides recommendations for future research and practice, considering theoretical, societal, and practical aspects. The study's primary objectives were reviewed again, and the chapter concludes by demonstrating how the Korean drama *Queen of Tears* represents alpha female characters through Hong Hae-in, highlighting gender inequality, leadership, societal challenges, and vulnerability.

5.1 Conclusion

The analysis of *Queen of Tears* Korean drama has provided valuable insights into the representation of alpha female characters through the lens of the main female character Hong Hae-in. By applying John Fiske's semiotic model, this study has explored how the drama constructs gender roles, leadership portrayals, and the societal challenges faced by strong female figures. Through the level of reality, representation, and ideology, the study has revealed the complexities of being a powerful woman in a patriarchal environment. This conclusion summarizes the key findings based on four main aspects of Hong Hae-in's characters: gender inequality dynamics, her leadership as an alpha female, the challenges posed by her surroundings, and her moments of showing vulnerability.

5.1.1 Gender Inequality Dynamics

The analysis of *Queen of Tears* highlights how the drama portrays gender inequality especially in corporate and family settings. Hong Hae-in is constantly weakened by male figures, whether in business negotiations, corporate decision-making, or within her own family, where she is expected to prioritize others over her own. Scenes depicting her struggles against manipulative businessman and family expectations reflect broader societal pressures on women on leadership roles. These portrayals emphasize the challenges women face in male-dominated spaces and the need for resilience in overcoming such barriers.

5.1.2 Hong Hae-in as an Alpha Female and Leader

Hong Hae-in embodies the traits of an alpha female—strong-willed, independent, and assertive. Throughout the drama, she confidently leads her company, defends her employees, and protects her husband from unjust treatment from her own family. Her ability to stand firm in corporate negotiations and confront those who challenge her authority showcases her leadership qualities. However, her strength is not just about power; it is also about responsibility and integrity. Her firm stance in defending herself and others demonstrates that true leadership requires both confidence and a sense of duty. In addition, Hae-in also proves that being a leader doesn't mean that she cannot show care and empathy toward her employee. Proving that a great leader must show both power and empathy.

5.1.3 Structural and interpersonal challenge Hong Hae-in face

Despite her position of power, Hong Hae-in is constantly tested by those around her. From corporate betrayal to family manipulation, she faces relentless attempts to weaken her authority. Scenes depicting her forced removal from the CEO position and her family's expulsions highlight how societal structures often seek to diminish strong women. However, instead of yielding to these pressures, Hong Hae-in remains determined to reclaim her place, strengthening the message that female empowerment is about determination and self-worth, even in the face of difficulties.

5.1.4 The Vulnerability of an Alpha Female

While Hong Hae-in is portrayed as strong and confident, the drama also reveals her vulnerable side, adding depth to her character. She experiences moments of loneliness, emotional breakdowns, and fear, particularly after being diagnosed with brain tumor. Scenes where she struggles with her illness and breaks down in private show that even the strongest individuals have moments of weakness. However, this does not diminish her strength; rather, it humanizes her, showing that true resilience comes from both power and emotion.

5.2 Implication

5.2.1 Theoretical

This study shows how the South Korean drama *Queen of Tears* present a representation of alpha female character in patriarchal settings through depictions of Hong Hae-in's character. It provides evidence through thematic analysis that media representations of strong female lead challenge traditional gender norms by portraying women in leadership positions, decision-making roles, and moments of personal struggle. By applying John Fiske's semiotic model, this study highlights how reality, representation, and ideology contribute to the construction of alpha female characters in Korean dramas. The analysis demonstrate that *Queen of Tears* disrupts conventional portrayals of femininity by showcasing a female protagonist who is both authoritative and emotionally complex. These findings contribute to gender communication studies by expanding the discourse on how media can shape and redefine into how Asian media narrative reflect and challenge patriarchal structures, adding to the broader discussion on feminist media studies and representation theory.

5.2.2 Social

The representation of alpha female characters in *Queen of Tears* reflects broader societal shifts in gender expectation and the evolving role of women in leadership. By portraying Hong Hae-in as powerful yet vulnerable figure, the drama challenges the idea that femininity is tied to submission or emotional fragility. This study highlights how media can influence societal attitudes by showcasing female characters who break traditional

stereotypes. The drama encourages viewers to rethink gender roles and acknowledge the struggles women face in balancing professional and personal responsibilities. Additionally, it provides insight into how audience, particularly in patriarchal societies, respond to strong female leads, showing a shift in cultural perspectives on women in power.

5.2.3 Practical

From a practical perspective, this study offers useful insights for media creators, corporate leaders, and gender equality advocates. Filmmakers and content creators can use these findings to develop more diverse and empowering female characters that reflect modern gender dynamics. Organizations can also learn from Hong Hae-in's character, recognizing that the importance of fostering inclusive workplace where women are given leadership opportunities without bias. This research also highlights the role of media in shaping conversation about female empowerment, encouraging policymakers and educators to use storytelling as a tool for social change. Especially, it emphasizes the need for balance portrayals of women—showcasing both their strength and vulnerabilities—to create authentic and relatable narratives.

5.3 Recommendation

Future research can expand on this study by exploring the audience reception of Queen of Tears and how different cultural backgrounds influence perception of alpha female

characters. Additionally, comparative studies with other Korean drama or global media portrayals of strong women could provide deeper insights into evolving gender representations. Media creators should continue developing multidimensional female characters that challenge stereotypes while reflecting the realities of women in leadership. Educators and policymakers can also use such media portrayals to spark discussion on gender equality, encouraging more inclusive narrative in storytelling.