

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The existence of women has been developing for more than two decades. The position of women in various aspects of life also developed along with the advancement of civilization, the changes in people's mindsets, and the influence of various feminist movements in the early 19th century. The emancipation of women occurs in various parts of the world, showing that women have reached the point where they want to be seen as equal and obtain the same rights as men. Even so, women today still facing what is called patriarchy (Bushra &Wajiha, 2015 , pp. 8).

Sultana (2015), stated that patriarchy is the main problem to women's preference and progression. Patriarchy is a system of social structures which men dominate women to their satisfaction. From the all aspects, where men can hold, men considered women only as property, so they treated women only as a satisfaction and they should be controlled by men (Sultana, 2012, pp. 10-18).

Patriarchy refers to male domination in public and society. Some examples of patriarchy as following: burden of household work is mostly on women, education is only prioritized for men, they can not go to work, sexual harassment in the workplace is common, even women workers have been laid off when they don't want to comply with their boss's demands, men control of the women's body. Furthermore, women do not have any privileges in the social, economic and political.

Therefore, to achieve the right that must be achieved, women must play a major role as a form of change process. The patriarchy gives full privileges to men for every decisions and responsibilities. This is how patriarchal society is as superior and women as inferior (Colfer, Achdiawan, et al., 2015, pp. 150).

As we understood from patriarchy, women need to empower themselves in order to gain what they deserve. Women should have the equal right as men to have high education, obtaining economical rights, have equal position in social and having the right to voice their political stance. The position of women insociety should not be limited due society streotypes that not supporting women to stand on their own. In order to achieve all those rights, they must have the freedom and power to achieve a better life, and this is what is often called empowerment.

Generally speaking, empowerment is any process and activity by which women control their lives. Women empowerment refers to their lives of women who can make their own decisions for their personal gain without differentiating sexuality. Empowerment of women means acquiring the power to think, acting freely, developing a sense of self-worth, a belief in one's ability to make desired changes and the right to control one's life, exercise choice, bargaining power, and fulfilling their potentiality as equal members of society (Dandona, 2015, pp. 34).

Moreover, empowerment also can be explained as a multi-dimensional social process that helps people gain control over their own lives and in their society, by acting on issues that they consider as important.

Empowerment occurs within sociological, psychological and economic spheres and at various levels such as individual, group and community and challenges our assumptions about the status quo, asymmetrical power relationships and social dynamics. Empowerment-related literature can generally be grouped into four categories. Individual-oriented that includes personal feelings, personal power, self-determination, and other cognitive variables (Tandon, 2016, pp. 7-8).

On the other hand, to actualize women empowerment, awareness of rights is required for women to develop her capacity of self-control, self-strength and self-reliance and to build freedom of choice and action. Since empowerment is about change, choice and power, the process of change depends on how the individuals or groups with little or no power understand what is their right, to gain the power and ability to make choices that affect their lives. If women already fully understand what can be their right, they will achieve empowerment. However, empowering women created to inspire other women with the courage to free themselves from something that has limited women, and social conditions that traditionally make women underestimate that cannot see their beauty and power (Rashid, Norina, et al. 2013, pp. 5-10).

As the women movement development, we cannot separate women empowerment with how feminism was created. Feminism is an idea of the gender equality movement which includes any action, especially organized, which encourages changes in society to end patterns that have disadvantage women and a tool to embrace women empowerment. Feminist is a person who believes in a the social, political, and economic equality of the sexes (Samkange, 2015, pp.1174).

Furthermore, feminism, in many ways, has tried to talk about how women need to stop seeking for validation outside and build self-confidence. The first step towards self-love is to stop the self-hate and negative self-talk regarding one's own body. In order to get self-confidence, the idea self-love was created, self-love could be defined as a state of appreciation for oneself that grows from actions that support our physical, psychological and spiritual growth.

Also, self-love means having a high regard for your own well-being and happiness, taking care of your own needs and not sacrificing your well-being to please others. Self-love means not settling for less than you deserve, accepting yourself as you are in this very moment for everything that you are. It means accepting your emotions for what they are and putting your physical, emotional and mental well-being first (Borenstein, 2020, pp. 2-5).

Self-love is dynamic; it grows through actions that mature ourselves. When we act in ways that expand self-love in us, we begin to accept much better our weaknesses as well as our strengths, have less need to explain away our shortcomings, have compassion for ourselves as human beings struggling to find personal meaning, are more centered in our life purpose and values, and expect living fulfillment through our own efforts. Moreover, manifestation of self-love can be seen by how women expressed their independence, whether they lived in their home or worked outside. They also can control their lives to make their own decisions related to their education, profession, and career (Khoshaba, 2020, pp. 1-3).

Based on the synthesis and of the meaning of self-love, five constructs of self-love were formulated, namely: *Self-Knowledge*, *Self-Acceptance*, *Self-Being*, *Self-Transcendence* and *Self-Renewal*. That is showing self-love emerges from a continuous, dynamic interplay between all the constructs, rather than from a series of consecutive steps (Maharaj & April, 2013, pp. 123-124).

The phenomenon of women's empowerment is acquired in the song lyrics because the enthusiasm of women to achieve their choice of self-development has been responded by singers who are very popular in the music industry until now. Demi Lovato is one of an incredible woman artist in the world, not only because the fact that throughout her career, she has won 61 awards from 213 nominations for her work in music, film, and television, making music that never missed top 5 on iTunes charts, but also her life journey.

Starting career at such young age is not an easy step indeed. Being trapped in a vicious circle of drugs during teenagers, back and forth of rehab centers, overdoses, depression and toxic relationships over the years did not necessarily make her give up on her music. Lovato's journey through the ups and downs of sobriety has helped many people. She is the definition of women empowerment where her songs teach many people out there not to give up, losing hope, and give up on life.

Those life lessons could be felt by her fans through her full of empowering songs especially in *Confident (Self-knowledge)*, *Really Don't Care (Self-Being)*, *Warrior (Self-Transcendence)*, *This is Me (Self-Renewal)*, *Skyscraper (Self-Acceptance)*, *Sorry not Sorry (Self-Being)*, *I love Me (Self-Transcendence)* (Rosa, 2020, pp. 3-5).

One of most important element of song is lyric. Generally speaking, lyrics are a text which includes reflection of reality, feelings, and creates meaning from social life that aims to entertain and deliver the moral messages from the song. The meaning of lyrics can either be explicit or implicit. The word lyric came to be used for the "words of a song"; this meaning was recorded in 1876. Lyrics (in singular form Lyric) are a set of words that make up a song. The writer of lyrics is a lyricist or lyrist. Some lyrics are abstract, almost unintelligible, and, in such cases, their explication emphasizes form, articulation, meter, and symmetry of expression. The common plural (perhaps because of the association between the plurals lyrics and words), predominates contemporary usage (Burt, 2016, pp. 443- 446).

Use of the singular form lyric remains grammatically acceptable, yet remains considered erroneous in referring to a singular song word as a lyric. Lyrics can be studied from an academic perspective. For example, some lyrics can be considered a form of social commentary. Lyrics often contain political, social and economic themes, as well as aesthetic elements, and most importantly empowering women content (Risdianto, 2016, pp. 145).

Furthermore, women empowerment issue manifested in various form, including music. A lot of pop singer such as Ariana Grande with God is a Woman, Beyonce with Run the World, If I Were A Boy, Freedom, Alicia Keys with Girls On Fire, Hailee Steinfeld with Most Girls and Love Myself, Little Mix with Woman Like Me, use women empowerment as the issue they put it in their music through the lyrics. They use feminism theme for inspiring women to show that women have great ability in herself (Khoshaba, 2010, p. 6-10).

Related to women empowerment, some previous studies have been conducted. First, Jaime Glantz conducted a research entitled "*Women in Popular Music Media: Empowered or Exploited?*". She utilized a women's activist hypothetical focal point, she examined that women's demeanors towards and convictions approximately the representation of ladies in prevalent music media. She inspected assortment of convictions among ladies approximately the nature of well-known music media, in spite of the fact that most ladies appear convictions that are reliable with a radical culturalism point of view that emphasizes the onerous nature of prevalent media.

Second, Gretchen Cundiff, she conducted a research entitled “*The Influence of Rap/Hip-Hop Music: A Mixed-Method Analysis on Audience Perceptions of Misogynistic Lyrics and the Issue of Domestic Violence*” In this study, she utilized a substance examination strategy and an internet study, by consolidating a qualitative substance investigation and an internet overview.

She particularly inspected gendered gatherings of people translation of misogynistic messages in well-known rap/hip-hop tunes to see contrasts within the impacts of media substance.

In addition, Hip-Hop Tune was chosen for the investigation in arrange to discover out around the messages passed on within the verses: debasing dialect, assault, sexual savagery, sexual success, or physical viciousness. She found that specialists whose tunes contained code verses for assault or sexual ambush, sexual success and debasing dialect categories were Jay-Z and UGK, and Enchanted. She moreover found that specialists whose melodies contained verses entirely coded beneath the physical violence category included Eminem; Ludacris, Mystikal and I-20; Dem Franchize Boyz; Busta Rhymes; and Rihanna.

Third, a research from Norma Mansor and S. Hemavathy Nithyanandhana (2015), they conducted a research entitled “Self-Offer assistance Bunches and Women’s Empowerment”. They utilized a quantitative technique to gather essential information from test SGH (Self Offer assistance Bunches) individuals. They examined different markers that had contrihowevered towards strengthening of the respondents and inspected SHGs operations in this respect.

They found profile of the test SHGs to think about SHG execution, it is critical to see at gather homogeneity. Homogeneity here implies each group member who lives within the same region or area. They also found effect on women strengthening in SHG (Self Offer assistance Bunches). They expressed that women's strengthening issues are differing and relate to financial openings, property rights, political representation, social uniformity, and individual rights.

All the conducted research above focused on the women empowerment by using quantitative technique, a substance examination strategy, and internet overview. Those studies mostly explain from several inspected gendered gatherings of people translation of misogynistic messages in well-known rap/hip-hop tunes to see contrasts within the impacts of media substance without including textual analysis, those previous studies did not specifically investigating women empowerment by using Demi Lovato's song lyrics.

Demi Lovato has seven studio albums, three soundtrack albums, six singles title, six world tours and over 50,000 songs as her dicography. Carrying various different themes on each album, such as the theme of love romance, Americanism, breaks up song, Lovato consistently shows her support and concern for the issue of feminism as well as women's emancipation.

When Kesha's injunction to be released from her contract with Dr. Luke, who she alleges sexually and emotionally abused her, was denied, she was met with a wave of sympathy and support. Numerous pop stars and celebrities, including Lady Gaga and Kelly Clarkson, have tweeted their support for the singer. Demi Lovato also joined the chorus demanding to #FreeKesha.

Lovato really got into her feelings about feminism, women's empowerment, and the need for action. She then went on a rundown of what women's empowerment really means, and her desire to see prominent women and self-proclaimed feminists by stating "using your voice to help the voiceless women be heard" (Ward, 2016, pp. 1-2).

Furthermore, Demi Lovato pumped up self-love when she released her 2020 single, "I Love Me". The song explores how Lovato is her own worst critic ("I'm a black belt when I'm beating up on myself") as she considers herself "an expert at giving love to somebody else." Her fifth studio album, *Confident*, also praised as a young woman's self-empowerment manifesto. This version of Lovato, who earned her stripes alongside Selena Gomez and was diagnosed with bipolar disorder in 2011, comes after a well-documented battle with an eating disorder, cutting and drug addiction. Unlike other pop stars, Lovato has not shied away from disclosing her personal struggles. Quite the opposite: she has used her spotlight to advocate for mental health reform and awareness, and in 2012 she launched an anti-bullying campaign (Ward, 2016, pp. 3).

Lovato cites her own experience with middle school bullies as a contributing factor to the body image issues that led to her eating disorder. Lovato is very active on Instagram and Twitter, giving her fans a window into how she manages her bipolar disorder and strives to live a healthier lifestyle on a day-to-day basis.

The self-care advice and the candor with which Lovato shares her own struggles with mental illness to inspire her fans to practice healthy habits and achieve their fullest potential. In *Confident*'s third track, "Old Way," reflects Lovato's message of self-empowerment, a track on which she talks about not returning to her destructive behavior of the past. Another track called "Father," she opens up about another personal struggle, her complicated relationship with her abusive late father. In "Cool for the Summer," we find Lovato embracing her sexuality and her hard-earned body confidence (Cunningham, 2016, pp. 5).

In this research, the corpus of the research is song lyrics and the focus of the research is textual analysis, we will focus on textual analysis using the form of lyrics by analyzing seven selected Demi Lovato songs; *Confident*, *Really Don't Care*, *Warrior*, *This is Me*, *Skyscraper*, *Sorry not Sorry*, and *I Love Me*. All those selected song lyrics will be analyzed to identify women empowerment by using semiotics. Semiotics is used because cultural practices can be considered as a process of making meaning in order to reveal the primary signification (denotation) and secondary signification (connotation) of the signs proposed by Roland Barthes that used in the text analysis.

The writer will also use Wollstonecraft's liberal feminist concept of A Vindication of the Rights of Woman to reveal and self-love to see how the Demi Lovato's song lyrics portrayed of women empowerment in the songs.

1.2 Research Question

Based on the problem identification above, the writer propose research question:

How is women empowerment portray in Demi Lovato's songs; Confident (Confident, 2015), Really Don't Care (Demi, 2013), Warrior (Demi, 2013), This is Me (Camp Rock Original Soundtrack, 2008), Skyscraper (Unbroken, 2011), Sorry not Sorry (Tell Me You Love Me, 2017), I love Me (Dancing With The Devil The Art Of Starting Over Expanded Version, 2020)?

1.3 Purpose of the Study

The purpose of the study is to investigate general meaning of seven Demi Lovato's song lyrics and women empowerment portrayed in the songs.

1.4 Scope of the Study

The study focuses on analyzing words, phrases, and lines by using semiotics that are proposed by Roland Barthes in order to see the connotative and denotative level of selected words, phrases, and lines. This study will only reveal women empowerment aspect in connotative meaning.

By using Wollstonecraft's liberal feminist concept of *A Vindication of the Rights of Woman and Self-Love* to analyze women empowerment in seven selected songs. This data are taken from seven selected Demi Lovato's song lyrics., which are *Confident* (Confident, 2015), *Really Don't Care* (Demi, 2013), *Warrior* (Demi, 2013), *This is Me* (Camp Rock Original Soundtrack, 2008), *Skyscraper* (Unbroken, 2011), *Sorry not Sorry* (Tell Me You Love Me, 2017), *I love Me* (Dancing With The Devil The Art Of Starting Over Expanded Version, 2020).

1.5 Significance of the Study

Throughout this study, the writer hopes that this study can give information on how to analyze songs using Barthes's semiotics and to find out a meaning behind the literary works with the song lyrics, and using Wollstonecraft's liberal feminist concept of *A Vindication of the Rights of Woman and Self-Love* to see women empowerment in seven selected songs. Moreover, this study is also expected to give a better knowledge and enrich the references of the readers, especially English Department's students, who want to study about women empowerment or other issues that are portrayed in literary works such as song lyrics.

