

CHAPTER I INTRODUCTION

A.1 Background of the Reseach

Symbolism is one of the greatest currents/movements in literature and art (painting, music, theater), characterized by experimentation, use of symbols, allusions, mysterious and enigmatic images, unlike realism and naturalism. Symbolism originated in France in the 1860–1880s, its pioneer was the poet Charles Baudelaire.

Charles Baudelaire (1821-1867) was a French poet, best known for his contributions to French Symbolism. In addition to his contributions to poetry, Baudelaire also engaged with other forms of writing, including essays, criticism of art, and translation. The most significant aspect of our studies in this course is the examination of Baudelaire's impact on modern literature. He is occasionally credited with coining the term "modernity." In general, the French symbolists are considered to include Baudelaire. He reacted against the explicit rationalism, materialism, and positivism of the bourgeois world and, like the Romantics, elevated the role of the poet and artist. His renowned sonnet "Correspondences" offers a concise articulation of his symbolist aesthetic, wherein he perceives the material realm as a "forest of symbols" that point to an ideal world. This purported system of correspondences was a prevalent notion in the eighteenth and nineteenth centuries. It could be interpreted as an indication of the factual gravitating towards the ideal (and authentic reality) or as an indication of an aesthetic correspondence between the data of the various senses, such as sight, sound, and touch.

The concept of symbolism can be defined as the idea that things can represent other things. This signifies that an object can be observed. To illustrate, the symbolism of the color red can be interpreted as representing not the color itself, but something beyond its intrinsic qualities of passion, love, or devotion. An alternative interpretation is that the color red represents infidelity. Additionally, the color red can signify blood. The color red can also signify the imperative "stop" when one approaches a traffic light. It can symbolize communism. In other words, the color red can signify any number of things. However, if any kind of symbolic interpretation can be assigned to the color red, it has no internal value, no fixed or unchanging or universal meaning. Therefore, the color red has no special quality that designates it as a symbol of one particular thing.

The term symbolism is derived from the word "symbol" which derives from the Latin *symbolum*, a symbol of faith, and *symboloum*, a sign of recognition, in turn from classical Greek is *σύμβολον* or *symbolon*, an object cut in half constituting a sign of recognition when the carriers were able to reassemble the two halves. In ancient Greece the *symbolon* was a shard of pottery which was inscribed and then broken into two pieces which were given to the ambassadors from two allied city states as a record of the alliance (Cuddon, 1982).

Symbolism refers to three phases of a vital part of the development of literary modernism: first to an artistic movement in France and Belgium during the last decade and a half of the nineteenth century; then, retrospectively and most importantly, to its immediate sources in French poetry beginning in the 1850s; and finally, to the influence that both of these had on European and American literatures

throughout the first half of the twentieth century. The designation then, had its original and official application to the second and, it must be owned, from a literary point of view the least significant of these phases. The perceived failure of the Symbolist movement to generate major works drew attention to the writers from whom it drew inspiration, and so by the 1920s the especially suggestive term Symbolist had come to be associated primarily with the movement's four great predecessors who remain among the most influential writers of the French tradition, not only with respect to France's poetry but across national boundaries and genres. While the emphasis in this brief introduction will be predominantly literary, it must be pointed out, too, that the second phase, the Symbolist movement proper, played a vital cultural role and is an area where much original research is currently being conducted.

From the statement above, the researcher will investigate the video clip from Miss A entitled *I Don't Need A Man* which this video clip will be the main object in this study. The researcher is interested to this research because the researcher is a K-Pop dancer, also likes to watch some dramas and K-Pop music videos. Music video is an audio and visual display. Music video is made to tell the contents of the songs made by musician. In addition, music video also used as a marketing medium that sells the names of artist and popularized songs.

South Korean girl group Miss A was created by JYP Entertainment. With the release of the single *"Bad Girl Good Girl"* in July 2010, the foursome of Fei, Jia, Min, and Suzy made their debut. Their debut song became the best-performing single of 2010 on the chart when it peaked at number one on the Gaon Digital Chart,

making them the first act to ever achieve this feat. Two more number one songs were generated by their debut studio album, *A Class* (2011), and their subsequent extended plays, *Touch* and *Independent Women pt.III* (both 2012), also proved to be successful. *Hush* (2013), their second studio album, earned favorable reviews from critics, and the title track has frequently been recorded by female groups and appeared on survival reality shows. After that, they would take a year off before releasing *Colors* (2015), their third extended play, which would end up being their final one before breaking up.

One of Miss A's songs, "*I Don't Need A Man*" has achieved notable popularity due to its resonance with the 2012 South Korean presidential election, during which a female presidential contender emerged as a prominent figure. Park Geun Hye, the president, was elected as the country's first female head of state in February 2013. Numerous K-pop singers have been influenced by President Park Geun Hye. Despite the fact that the nation has effectively grown, many South Koreans continue to adhere to the previous philosophy known as Confucianism. One of the rules is about how to behave properly as a woman who stays at home all the time.

Girl band's debut helped K-pop succeed and served as a reminder that women may succeed in the workforce. Miss A, one of K-Pop girl group calls on everyone especially women to fight against South Korea's pervasive patriarchal culture from their song.

On Billboard's list of the "Top 10 K-pop Girl Groups of the Past Decade" in 2017. Miss A's songs that used in this study invites their audience, especially the

womenfolk to love themselves and understand things that can make themselves happy. Selected songs contain elements of gender equality that women want the same rights and opportunities as men. The statement above is supported by Nabeela (2012) on *seoulbeats* website which states:

“Overall, the MV had a lot of creative takes that added quite a bit of charm to the presentation. Having each girl represent distinct images allowed the message of the song to be a universal shout out to womanhood. I really loved the way miss A interpreted girl power in this song instead of getting all angsty and punkish on us, here we have the image of what could be any girl out on her own, doing her thing, which is what makes this song relatable”. (Nabeela, 2012)

The popular songs are *I Don't Need A Man*, *No Mercy*, *Over U*, *Good Bye Baby*, and *Break It*. From one of those songs, the researcher chooses one song entitled *I Don't Need a Man* from album *Independent Women pt.III*. *I Don't Need a Man* is the one and only song that has a music video and is attracts the researcher.

In relation to the music video, some studies have found that *I Don't Need A Man* addresses various issues. The first study entitled “*Resistensi Perempuan Dalam Musik Pop Korea*” by C Safira, the objective of her study is to identify the types of resistance evident in the lyrics of the song “*I Don't Need A Man*”. In order to gain insight into the meaning of the song in question, the study employed a qualitative approach with a semiotic analysis by Michael Riffaterre. This involved the use of heuristic, hermeneutic, matrix, model, and variant approaches, as well as a hypnogram. Furthermore, this study employs the theory of viewpoint as a theoretical foundation. The results of the heuristic analysis indicate the existence of a type of Lawanna, defined by an inherent inability of song lyrics to be accurately

translated into the Korean language using a predictive model that consistently reaches a conclusion on the fifteenth day of the calculation period.

The second research “*Kajian Kritik Sastra Dalam Lagu-Lagu Miss A*” by Wara Amalia Ayu Wilujeng (2016) on her thesis. Her thesis shows about feminism is a women's movement that has gained significant traction across the globe. This movement was initiated as a result of the realization that equal rights for women and men are a fundamental necessity. The objective of this research was to identify and analyze the feminist ideas expressed in Miss A's musical compositions. The Miss A's songs utilized in this study encourage their audience, particularly women, to embrace self-love and recognize the factors that contribute to their happiness. The selected songs contain elements of gender equality, advocating for women to have the same rights and opportunities as men. The song is "*I Don't Need A Man.*" In South Korea, the song addresses the gender pay gap and the mistreatment of women by their intimate partners. The study's findings indicate that women are rational beings with the same inherent capabilities as men. They desire recognition and appreciation from the public, particularly in the context of romantic relationships, where they seek love and fair treatment.

The researcher is motivated to investigate the music video of Miss A entitled *I Don't Need a Man* because the visual messages of the music video match with radical feminism theory by Angela McRobbie. Semiotic Theory by Roland Barthes is used as the supporting theory to analyze the sign with two main semiotic concepts: the signified and the signifier the symbol in the music video. This study will focus on Miss A's members' pursuit in their radical feminism. The thesis is

entitled “*Girl’s Power Symbolizing Feminism in Miss A’s I Don’t Need A Man Music Video*”.

A.2 Problem of the Research

Based on the background of the research stated above, the primary problem to be solved in this research is, how the music video of Miss A represents the girl’s power?

A.3 Objective of the Research

This research aims to describe the forms of resistance contained in the lyrics of the song *I Don’t Need a Man*. Supports by radical feminism by Angela McRobbie is applied in this work as the main theory and semiotic theory by Roland Barthes as the supporting theory. This method of analysis is selected because the researcher's research object is a song’s music video. Which are a group of words that rhyme and are added to the accompaniment of notes that create melodies and harmonies and have a set duration to create a song. *I Don't Need A Man*, a song by Miss A, will thus be examined using this method of analysis.

A.4 Significance of the Research

There are two differences of this research: they are explained in practically and theoretically. Practically, this research is expected to invite people to think critically to one of the issue feminisms presented by the media, including from the song. Theoretically, this research is expected to give contribution in using radical feminism theory. Especially, in study of literature.

A.5 Limitation of the Research

In regard to the research problem, this research will focus on girl's power and how it is shown in Miss A's music video *'I Don't Need a Man'*.

A.6 Organization of the Research

This research will be arranged into a few chapters. The first chapter consists of background of the research, problems of the research, objectives research, significance, limitation, and organization of the research.

