

CHAPTER II

REVIEW OF LITERATURE

B.1 Theoretical Framework

To analyze Taylor Swift's songs, researcher need theories related to this topic. To obtain the results of this research, researcher uses Cultural Feminism theory by Carol Gilligan and Radical Feminism by Mary Daly.

B.1.1 Patriarchy Shapes Feminism

Patriarchy refers to a social system that prioritizes male power, where men often hold dominant positions in various aspects of life, such as politics, economics and culture (Iqbal Aidar Idrus, 2023). In this patriarchal system, women's roles are often reduced and limited, both within the family and in the wider society (Giovanna, 2024). Meanwhile, according to Carol Gilligan (2018), patriarchy is a system that places men at the top of the hierarchy and considers them superior to women. In this view, women are often considered weak and should be submissive.

These conditions led to the development of the feminism movement, which is a response to gender inequality caused by patriarchal structures. Feminism is a social movement that aims to achieve gender equality and end sexism, exploitation and oppression. The women's movement consists of women and men who work and struggle to achieve gender equality and improve the

lives of women as a social group (Allyn, 2002). According to Elinor Burkett, L, (2024), feminism also the belief in gender equality in society, the economy, and politics. Although mostly originated in the West, feminism is exhibited globally and is represented by many institutions dedicated to work on behalf of women's rights and interests.

B.1.2 The rise of Feminist Studies

As the feminism movement developed, there was a need to learn more about the impact of patriarchy on women and social structures in general. This led to the rise of feminist studies, which is a discipline that focuses on analysis and critique of social and cultural structures that oppress women.

According to Bhandari (2024), feminist studies involve a wide area of study, including sociology, history, psychology, and politics, all of which are examined through a gender perspective. It aims to understand women's roles in society, explore their experiences, and critique inequalities that occur. Feminist studies also seek to explore and make space for women's voices in historical narratives that have been dominated by male perspectives.

The history of feminist theory consists of four waves. First-wave feminism (19th and early 20th centuries), this movement focused on women's suffrage, or the right to vote, and women's basic legal rights. Then second-wave feminism (1960s and 1970s), this movement focused on broader issues, including

reproductive rights, discrimination in the workplace, and sexual violence. For third-wave feminism (1990s and 2000s), the movement focused on the relationship between gender and other forms of social inequality, such as race, class and sexuality. The fourth wave (2010s onwards) is characterized by the use of social media and digital platforms to advance feminist struggles, as well as a focus on intersectionality and the experiences of marginalized groups (Bhandari, 2024).

In the study of feminism, there are various theoretical approaches, one of which is radical theory and cultural theory. Therefore, this thesis uses cultural and radical feminism to analyze Taylor Swift's songs.

a. Radical Feminism

Radical women's activists contend that women's persecution is the result of the framework of patriarchy, a framework of mastery in which men as a bunch have control over ladies as a gather (John Story, 2010). This trend risen within the mid-70s where it advertised a belief system of “women's separatism”. Generally, it developed as a response to the culture of sexism or social domination based on gender within the West within the 1960s, especially against sexual violence and the explicit entertainment industry. The understanding of male persecution of women may be a truth of the current society (Hariati, 2016).

Mary Daly, a radical feminist philosopher and theologian, made significant contributions to feminist theory, two of her best-known books being *Beyond God the Father* and *Gyn/Ecology* (Lewis, 2019). *Beyond God the Father: Toward a Philosophy of Women's Liberation* is a work by Mary Daly that was first published in 1973. The key points of radical feminism in Mary Daly's book *Beyond God the Father* is patriarchy as a system of oppression.

In her book '*Beyond God the Father*', she emphasizes the importance of women overcoming patriarchal oppression that has kept them trapped in feelings of inferiority and submission. According to Daly, patriarchy is an organized system that involves power and domination, and how this system has been institutionalized in various aspects of life, such as religion, law, psychology, education, and social structures. Daly emphasizes that this patriarchal structure defines women as inferior and marginalized beings, leading to their oppression in almost every sphere of life.

While in her book entitled "*Gyn/Ecology: The Metaethics of Radical Feminism*" (Daly, 1978), she uses the term to emphasize the close relationship between women's bodies, nature, and the physical and social environments in which women live. She criticizes traditional ways of thinking that separate women's bodies from their natural and social environments and how women are exploited and oppressed.

Mary Daly uses the concept of metaethics to explore the roots of patriarchal power structures in society. Metaethics is a branch of philosophy that questions the nature of ethics itself, and Daly applies it to understand how values enshrined in patriarchal cultures lead to the oppression of women. She highlights how male-dominated moral structures not only govern social relations, but also shape views of women's bodies, sexuality, and rights more broadly (Daly, 1978).

The key points of radical feminism in Mary Daly's book "Gyn/Ecology" are:

- Patriarchy as a system of oppression

Daly states that patriarchy is a system of oppression that defines and controls women's lives, by portraying them as inferior and as "the other" in relation to male norms. Patriarchy creates narratives that dominate and oppress women, forcing them to accept limited roles and ignoring their true potential. Daly emphasizes that patriarchy not only damages women directly, but also destroys women's relationship with nature, their bodies, and their spirituality.

- Self-defense and self-recognition

Quoted from 'Gyn/Ecology', "To be whole, women must claim their right to speak out, to express their anger, and to refuse the lie that they are inferior." In this quote, Daly asserts that to be whole and free, women must claim their right to speak out and express their anger against the injustices they experience. It also refers to the rejection of patriarchal narratives that have long defined women as inferior to men.

- Critique of Patriarchal Sexuality

Sexuality under patriarchy has become a tool of male domination over women, where women are reduced to their bodies, physicality, and usefulness as objects for male pleasure. Sexuality has been politicized in patriarchal societies, where women are often perceived only as sexual objects. Daly encourages women to regain control of their bodies and define their own sexuality, not just as a tool to serve men, but as a form of self-expression and freedom.

- The recreating of women's identity

In Gyn/Ecology, Daly proposes the concept of “gynocentric”, meaning that women must develop their own perspectives on life, identity, and values. Daly asks women to reclaim their voices that have long been ignored in patriarchal culture and create communities that support their liberation. Daly emphasizes the importance of women developing their own identities that are free from patriarchal constructs. She encourages women to recognize their potential and strengths, without relying on norms or definitions made by men.

b. Cultural Feminism

Agreeing to Lewis (2019), cultural feminism could be a frame of woman's rights that emphasizes the fundamental contrasts between men and women based on organic contrasts in reproductive capacities. Cultural feminism

properties these contrasts to women's uncommon and superior ethics. From this viewpoint, what women possess shapes the premise of "sisterhood", that's, solidarity, solidarity and a common character. In this sense, social woman's rights to advance the development of a common women's culture.

Carol Gilligan born November 28, 1936 is an American feminist, ethicist, and psychologist known for her work on ethical communities, ethical relationships, and subject-object issues in ethics. She is best known for her book that published in 1982, "In a Different Voice: Psychological Theory and Women's Development". Her work is credited with inspiring part of the Gender Equality in Education Act of 1993, (Jelita, 2024).

Cultural feminism as formulated by Carol Gilligan in her book "In a Different Voice: Psychological Theory and Women's Development", has been a major contribution to feminist theory, especially in the areas of psychology and moral development. There are several main themes of cultural feminism in the book "In a Different Voice":

- Ethics of care as a female voice

Gilligan proposes a new concept called "ethic of care", which describes women's moral approach to ethical issues. In this approach, women emphasize the importance of connectedness between individuals and the value of caring for others, especially in the context of family, social relationships and community. This is in contrast to the more

dominant justice approach in male moral theory, which focuses on individual rights and social justice. According to Gilligan, women's moral voices speak more about responsibility towards others and the importance of maintaining relationships rather than simply prioritizing universally fair rules or principles.

- Valuing women's voices and identities

In her book "In a Different Voice", Carol Gilligan talks about how women's voices are often overlooked in traditional moral theories that favor universal principles of justice. She also emphasizes that women's morality is often more relational, relating to the way they relate to others and understand the world through their personal experiences. Women's morality and their identities are often shaped by social relationships and connectedness with others, which can be very different from the way men define morality. Women's identity, in this context, is not something narrow or limited to traditional roles, but rather something that is acquired through rich and varied life experiences.

- The importance of recognizing women's experiences

Gilligan argues that the dominant moral views in psychology and ethical theories often ignore women's experiences, as they focus more on the male way of thinking. She proposes that in order to create a more just and thorough understanding of moral development, women's experiences must be taken into account and valued. Gilligan emphasizes

that it is not that women's ways of thinking are inferior or worthless, but rather that women's ways of thinking are often not considered part of legitimate moral theory. In this context, cultural feminism seeks to value women's perspectives and assess their contributions to morality and ethics.

- Inequality in gender relations

The inequality in gender relations described by Gilligan, where women are often positioned to wait and care, not as active actors in their own stories. According to Gilligan (1982), women are taught to listen, care and accommodate others, not to assert themselves or be independent.

B.1.3 Popular Culture

Third-wave feminism effectively uses media and pop culture to advance its thoughts and carry out its activities (Allyn, 2002). The common term "popular culture" alludes to a society's conventions and fabric culture. Within the advanced West, pop culture alludes to social items devoured by the larger part of a society's populace, counting music, craftsmanship, writing, design, movie, film, cyberculture, tv, and radio. Prevalent culture alludes to shapes of media that are broadly available and engaging, (Crossman, 2019).

Popular culture is basically culture that many individuals like. Without a doubt, such a quantitative record would be well gotten by many people. We

seem see at book sales, CDs, and DVDs. We might to see at participation records from concerts, wearing occasions, and celebrations. We might to see into showcase inquire about figures on audience preferences for different tv shows, (Storey, 2010).

B.1.4 Pop Music

Pop music is part of pop culture, as popular music reflects, shapes and influences various aspects of people's social, political and cultural lives. Pop music does not only create trends and inspire lifestyles, but it is also a tool to voice relevant social issues, as well as influence perspectives on identity and social norms. Pop music is also not just entertainment, it is also a very powerful medium in promoting feminist values and influencing social attitudes towards women and gender in general.

Pop music is one of the most well-known and popular forms of popular culture. It encompasses various genres such as pop, rock, hip-hop, and EDM. Popular artists such as Beyoncé, Taylor Swift, BTS, and Drake often have a great influence in today's popular culture, (Sasongko, 2016).

B.1.5 Taylor Swift

Taylor Swift, a well-known American singer-songwriter, was born on December 13, 1989, in West Reading, Pennsylvania. She is well-known for her great lyrics and catchy songs, which have hoisted her to the status of worldwide

music genius. Her individual life motivates Swift's music, but she has never unveiled who her tunes are almost. She has said that she composes almost her individual life in her melodies and feels she can share sufficient almost her life in her music to let individuals know what she's going through (Urvashi, 2024).

Taylor has received many other awards, the first musician to win the Best Music Video category at the Grammy Awards as well as the main director for the song and music video of "All Too Well: The Short Movie". The most MTV VMA Moonman trophy winners in 2023 with nine trophies. Musician with 5 albums topping the Billboard 200 Top 10 chart simultaneously with 1989 (Taylor's Version), *Midnights*, *Folklore*, *Lover*, and *Speak Now (Taylor's Version)*. The female musician with the most works at number 1 on top of the Billboard 200 chart in history. "The Eras Tour" became one of the highest-grossing concert tours with an estimated gross of 906 million US Dollars. The concert documentary "The Eras Tour" became the highest-grossing concert film in history with a total revenue of 249 million US Dollars. Enter the Billionaire list with an income of 1.1 billion US Dollars or the equivalent of around Rp 17.54 trillion (Prambors, 2023).

Many celebrities, including Taylor Swift, portray feminism in their works. Swift included 'The Man' as one of the singles in her album 'Lover', which was released on August 23, 2019. The song narrates the story of a man or a man who answers Taylor Swift's worries about gender inequality. The words of 'The Man' are inspired by her personal experience, in which others consistently refuse her

strong behaviors because of her gender. Taylor plays on the idea that men are automatically accepted by society, while women fight to gain their freedom, (Martono,2023).

The song "Mad Woman" from Taylor Swift's "folklore" album released in 2020 is a song about anger, rejection of gender stereotypes, and the injustices experienced by women. The lyrics create an image of women refusing to submit to the stereotypes and expectations that are often imposed on them in society. Swift may be conveying a message of freedom to be yourself without being trapped in conventional roles (Maulana, 2024).

B.2 Relevant Researches

There are several relevant researches that discuss Taylor Swift's songs. First, Daemasya has conducted research in 2023 with the title "A Feminist Stylistic Analysis in Taylor Swift's Song 'The Man'". This research discusses the lyrics of Taylor's song titled 'The Man', the result is Taylor Swift conveys that a woman is always demeaned and a man is always exalted in a community environment. Just because of the different perspectives of society that glorify men as more powerful and independent than women, women feel unfair because of gender inequality. 'The Man' is a powerful song that effectively uses feminist stylistics to express the challenge of gender norms and raise awareness about gender inequality.

Furthermore, there is research with title “An Analysis of Feminist Criticism in The Lyrics of ‘The Man’ Song by Taylor Swift”, written by Vina Amanda (2024). This study defines several varieties of feminism and examines the literal meaning of Taylor Swift's song ‘The Man’. According to the study's conclusions, there are 14 different varieties of feminism, including 5 psychoanalytic feminism, 5 liberal feminism, 2 Marxist feminism, and 2 radical feminists. Taylor Swift's description of women's sentiments of having to move quickly to match men's pace contains great meaning. The women in the song believe that the world is unfair to women, who are viewed as weak in many facets of life.

The research with title “Representation of Existential Feminism in The Lyric of ‘I Made You Look’ song by Meghan Trainor” by Indah Lestari (2020). This research talk about existential feminism is represented in the lyrics of Meghan Trainor's popular song 'I made you look'. The results show that in the 5 stanzas of the lyrics, there are phrases containing existential feminism, such as self-confidence in femaleness, sexual roles, community, and body.

Then with the title “The Portrayal of Women in Katy Perry’s Selected Song Lyrics”, written by Lisara, A, (2014). This study examines the portrayal of women in the selected song lyrics and reveals gender messages in the selected song lyrics from the perspective of post feminism. The results of this study show that most of the women in the album *One of the Boys* (2008) are depicted through five depictions that highlight women's physical appearance, women as sexual

subjects, women's passive behavior, and women's attitudes to cover their dependence on men. These depictions support patriarchal ideology where women must conform to the expectations of patriarchal society. This study also found that gender messages in most of the song lyrics in One of the Boys do not show the idea of post feminism by being passive and dependent on men. However, some songs explore the theme of sexuality as one of the values of feminism.

The next previous research with title "A Corpus-driven Analysis of Taylor Swift's Song Lyrics ", written by Kendong, Daud and Johary in 2023. This paper reports on Taylor Swift's style of writing and presents her discography as a suitable choice for corpus analysis on song lyrics. The results show that a songwriter's lyrics are forms of the artist's communication of their feelings, emotions as well as hopes and dreams whether written intentionally or unintentionally. This was found throughout salient occurrences of topical words that depict Swift's choice of lyrics, namely in terms of the frequently used lexicon 'time' and functional word 'know'. Taylor Swift mostly writes songs in relation to specific time periods and what or how she knows or perceives them. In other words, Taylor Swift's songs are described as a piece of storytelling, mainly about her life or (personal) journey.