

**WOMEN'S EMPOWERMENT IN BLACKPINK'S SONGS: A  
CRITICAL DISCOURSE ANALYSIS**



**An Undergraduate Thesis  
Submitted as partial fulfillment of the requirements  
For *Sarjana Sastra* Degree**

**By:  
Piscesya Okky Kartika Seno  
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**FACULTY OF CULTURAL SCIENCES AND COMMUNICATION  
UNIVERSITAS MUHAMMADIYAH PURWOKERTO  
AUGUST 2023**

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## APPROVAL SHEET

This is certified that graduating paper called **“WOMEN’S EMPOWERMENT IN BLACKPINK’S SONGS: A CRITICAL DISCOURSE ANALYSIS”** By Piscecsya Okky Kartika Seno has been approved by the advisor (s) and the head of the English Literature Study program to be examined by the Board of the Examiners.

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**WOMEN'S EMPOWERMENT IN BLACKPINK'S SONGS: A CRITICAL  
DISCOURSE ANALYSIS**

**An Undergraduate Paper**

By

**Piscesya Okky Kartika Seno**


**1909010028**


**Has been examined and approved by the Broad of Examiners as one of the  
requirements for the *Sarjana Sastra* degree on August 19<sup>th</sup> 2023**

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I the undersigned researcher of the undergraduate thesis entitled **“WOMEN’S EMPOWERMENT IN BLACKPINK’S SONGS: A CRITICAL DISCOURSE ANALYSIS”** hereby attest and affirm that the material in this thesis has not been previously submitted and published for a degree in any universities, and to the best of my knowledge, any referenced – quotations are shown in the arrangement of citations and bibliography. If later it can be revealed that this undergraduate thesis contains partly or wholly plagiarized pieces of other interlectual works of any kinds, the researcher will be ready to accept the sanction.

Purwokerto, August 2023



Piscesya Okky Kartika Seno

## MOTTO

Don't give up, keep living. Live with zeal!



## DEDICATION

This undergraduate thesis is dedicated to my beloved parents and myself.



## ACKNOWLEDGEMENT

*Alhamdulillahirabil'amin*, all praise to Allah SWT the lord of all creatures, the Exalted and the Merciful, for His blessings, endless love and guidance. Without Him, none of the purposes of our lives can be achieved. Being the humblest creature is then the savior from uncertain pathways. *Shalawat* and *salam* be upon to our Prophet Muhammad SAW, hopefully we will get His *syafa'at* later on the Judgment Day.

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## ABSTRACT

Piscesya Okky Kartika Seno, 1909010028. 2023: Women's Empowerment in Blackpink's Songs: A Critical Discourse Analysis. Undergraduate Thesis for Sarjana Sastra Degree, English Department, Faculty of Cultural Sciences and Communication, Universitas Muhammadiyah Purwokerto.

This study aims to explain the value of female empowerment in songs from Blackpink's Born Pink album. The researcher used song lyrics from three selected songs in Blackpink's Born Pink album, namely The Happiest Girl, Typa Girl, and Tally as data in the analysis. The objectives of this study are: (1) to describe the textual features of song lyrics, (2) to find discursive techniques in song lyrics, (3) to find social features in song lyrics. This research is a qualitative research, which applies Norman Fairclough's theory with a three-dimensional model which is also supported by other theories to answer the problems in this research. The results of the research in the text structure construct women who have the ability to empower themselves by being independent and confident in making their life choices. In the dimension of discourse practice in the production process, the producer's experience and problems in society are the dominant factors in creating songs. While in the consumption process, fans can accept the song well from what is constructed in the song as something that is not only entertaining but also related to reality. In terms of sociocultural practices, factors from society that stereotype women provide space for the music industry to be more courageous in producing songs that increase the value of women's empowerment.

**Keywords:** Critical Discourse Analysis (CDA), Norman Fairclough, Song, Women's Empowerment, Blackpink, Born Pink Album

## INTISARI

Piscesya Okky Kartika Seno, 1909010028. 2023: Women's Empowerment in Blackpink's Songs: A Critical Discourse Analysis. Undergraduate Thesis for Sarjana Sastra Degree, English Department, Faculty of Cultural Sciences and Communication, Universitas Muhammadiyah Purwokerto

Penelitian ini bertujuan untuk menjelaskan nilai pemberdayaan perempuan dalam lagu-lagu dari album Born Pink milik Blackpink. Peneliti menggunakan lirik lagu dari tiga lagu terpilih dalam album Born Pink milik Blackpink, yaitu The Happiest Girl, Typa Girl, dan Tally sebagai data dalam analisis. Tujuan dari penelitian ini adalah: (1) mendeskripsikan fitur tekstual lirik lagu, (2) menemukan teknik diskursif dalam lirik lagu, (3) menemukan fitur sosial dalam lirik lagu. Penelitian ini merupakan penelitian kualitatif, yang menerapkan teori Norman Fairclough dengan model tiga dimensi yang juga didukung oleh teori-teori lain untuk menjawab permasalahan dalam penelitian ini. Hasil penelitian dalam struktur teks mengkonstruksi perempuan yang memiliki kemampuan untuk memberdayakan diri dengan mandiri dan percaya diri dalam menentukan pilihan hidupnya. Pada dimensi praktik wacana dalam proses produksi, pengalaman produser dan permasalahan di masyarakat menjadi faktor dominan dalam menciptakan lagu. Sedangkan dalam proses konsumsi, penggemar dapat menerima lagu dengan baik dari apa yang dikonstruksikan dalam lagu tersebut sebagai sesuatu yang tidak hanya menghibur namun juga berkaitan dengan realitas. Dari sisi praktik sosiokultural, faktor dari masyarakat yang menstereotipkan perempuan memberikan ruang bagi industri musik untuk lebih berani memproduksi lagu-lagu yang meningkatkan nilai pemberdayaan perempuan.

**Keywords:** Analisis Wacana Kritis (AWK), Norman Fairclough, Lagu, Pemberdayaan Perempuan, Blackpink, Album Born Pink

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