

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **B.1 Theoretical Framework**

Several studies with similar concepts, namely Critical Discourse Analysis, are contained in the theoretical framework. Analysis using Critical Discourse Analysis theory on songs is the main focus of this analysis. This study focuses on the significance of women's empowerment in several songs from Blackpink's *BPA*. The Norman Fairclough Approach Model is a method for analyzing data. The data used are song lyrics from songs that have been filtered first with the theory of women's empowerment to find lyrics with values consistent with women's empowerment, such as being free to express emotions and feelings and having the right to make their own life choices.

The preceding studies that also cover related topics are listed in this section to support research on the importance of women's empowerment in songs with the Critical Discourse Analysis theory. Writing previous research with the intention of comparing it to more recent research allows for this comparison to be made. As a result, even though they are studying the same field and object, the researcher were able to identify the similarities and differences between all of the previous research that has been done.

### **B.1.1 Discourse Analysis**

Discourse, in its most basic form, is any verbal or written communication between people that extends further than a single sentence. The internal structure of texts, according to Fitch (2005), was the primary focus of the early DA. The development of Systemic-Functional Linguistics (Halliday, 1978) has caused the DA to begin to influence other fields, including sociolinguistics, with an internal focus on the means by which social and personal processes are encoded in the text. Encouraged by Fasold (2006: 500), he defined discourse as language use in a particular context, but discourse is also the values, beliefs, and practices connected to the use of language. Importantly, discourse is more than just language.

The term "language" can refer to all linguistic and symbolic units, and the study of language can concentrate on the meaning of individual words. Fairclough (1992, pp. 63–64) attempted to explain the discourse by viewing language use as a social practice as contrasted to a purely individual activity or a reflection of situational factors. The idea of discourse, he continued, can be utilized to create links between language and society as a whole. The discourse goes beyond this and examines the overall meaning conveyed by language in context. The term "context" refers to the social, cultural, political, and historical background of the discourse, and it is important to consider this to understand the underlying meaning expressed through language.

A subfield of applied linguistics called discourse analysis examines discourse to identify communication patterns and other aspects of it that grammar cannot explain fully (Carter, 1993: 23). Discourse analysis is a method of linguistic study that shows how language affects reality. Discourse is viewed as a perspective on how to perceive, frame, and view the world. The language used in a text or body of data was used in discourse analysis to indicate meaning. This collection of information might include the transcripts of a few interviews and observations. While some discourse analysis techniques concentrate on the specifics of language (such as sounds or grammar), other techniques pay attention to how language is used to accomplish specific goals. Discourse analysis offers a broad framework for social research that is problem-oriented, as stated by Wodak and Krzyzanowski (2008). Discourse analysis is essentially used to study language use in the context of various social problems, that is, social issues that have a negative effect on individuals.

Fairclough (2002, pp. 193–194) asserted that one cannot simply assume that discourse plays a certain role in social practices; rather, one must analyze this role and determine it. According to Fairclough, the social practice of discourse in this act is characterized in three different ways. In the beginning, it functions as a practice's social component. Furthermore, according to Fairclough, genres are created by discourse as a byproduct of social interaction. As defined by Fairclough, genres are the different semiotic modes of acting that produce social life. The second is that representation is a part of discourse, says

Fairclough. Thirdly, Fairclough makes the case that discourse also encompasses modes of existence in the creation of identity, such as the identity of a political figure

### **B.1.2 Critical Discourse Analysis**

Critical Discourse Analysis is a synthesis of numerous micro-sociological theories as well as theories about society and power based on Michael Foucault's definition of power (Van Dijk, 2001). Critical Discourse Analysis (CDA) is one of the tools used to analyze linguistic and social discourse. Van Dijk (2006) asserts that the pursuit of understanding urgent social issues is the primary motivation and area of interest for critical discourse analysis. Van Dijk adds a critical discourse analysis (CDA) is a type of discourse analytical research that primarily aims to understand how social power abuse, inequality, and dominance are applied, reproduced, and resisted by text and talk in the political and social context.

According to Fairclough (1995), CDA is defined as "discourse analysis" and "aims to systematically explore frequently unreadable relationships of causality and determination between (a) discursive practices, events, and texts, and (b) broader cultural and social structures, interaction, and processes; look into how such behaviors, events, and texts arise out of and are ideologically shaped by relationships of power and struggles over power; and to explore how t (pp. 132-3). Wodak and Meyer (2001) illustrate the concept can be described

as fundamentally concerned with analyzing both obvious and subtle structural relationships of dominance, discrimination, power, and control as they appear in the language. In other words, CDA seeks to critically examine how language use contributes to social inequality as it is expressed, signaled, established, and legitimized, among other things. (or in discourse). (p. 2).

Discourse analysis differs in that it focuses on the study of texts, theory, stylistics, and other similar topics. Critical discourse analysis focuses on the relationship between language and a variety of social life, interferences, and efforts to demonstrate the strength from ideology context to speaking and its mean social interaction and also social structure. As a result, those with the courage to speak out on an issue may have a limited understanding of what they can say until the issue is resolved, which may affect others at the outset (Hamuddin, 2015). Additionally, critical discourse analysis examines how discourse integrates the critical tradition of social analysis into the study of language, with a focus on discourse itself and the connections between discourse and other social components like ideologies, power dynamics, social identities, institutions, and so forth.

Critical discourse analysis enables the application of critical thinking to a variety of social situations and reveals the underlying politics based on social systems, beliefs, and people's interpretations. The primary goal of CDA's research methodologies is to identify the connections between language, society, power, ideology, values, and opinions. Critical discourse analysis techniques can

reveal aspects of human behavior that are frequently unspoken and unacknowledged. Critical discourse analysis can also be used to understand the function of language and to promote positive individual and social discourse change, posing a critical challenge to traditional theory, policy, and practice in a variety of contexts.

There are no specific guidelines for analysis in this analysis; rather, it is open to deconstruction and different interpretations of the current situation or text. The analyst may choose to interpret or deconstruct the text using various theoretical perspectives. Therefore, critical discourse analysis does not seek to provide a definitive interpretation of the situation; rather, it seeks to raise people's levels of thinking and make them aware of hidden flaws and motivations. According to this viewpoint, critical analysis influences behavior by taking a broad view. Positive socio-psychological criticism of any phenomenon that is being studied by the researcher can also be offered through critical discourse analysis.

### **B.1.3 Norman Fairclough Framework**

Norman Fairclough (1941-present) is a British linguist and English language professor. Fairclough's work has had a significant impact on the study of language and power, and he is widely regarded as the father of critical discourse analysis (CDA). Fairclough is regarded as having made the most significant contribution to the field of CDA. Because he was the first to develop a theoretical

framework that provided guidelines for future CDA research, his model may be considered the foundation of the entire field of CDA. Fairclough contends that language is a social practice and that context, interaction, and text are all interconnected. The principles of Fairclough's Critical Discourse Analysis methodology are applied in this study. Fairclough (2001), also said that language is a vital component of social relationships, and the correlation between both language and society is dialectical (language influences society, and society influences language).

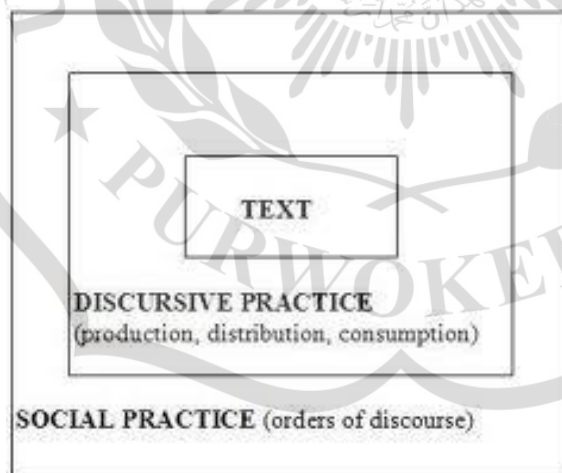
The appearance of three major factors exemplifies this dialectical relationship: social events (texts), social practices (discourse orders), and social structure (language). In his research method of analysis, Fairclough tries to find ideological and power patterns in texts. In his research, he is the only CDA scholar who defines the relationship between power and language (social power and ideology) (Fairclough, 1989). Fairclough defines the relationship between power and language in light of ideas from Foucault (social power and ideology). According to him, power ultimately shapes and regulates how people create and interpret language. He mentions the fact that experience, which is influenced by social organization, which is influenced and controlled by power, is what determines how people produce and interpret language as proof for that (2001: 21).

The three-dimensional Fairclough (1995) model can be used as a guide to conduct CDA and highlight these relationships. The discourse should be

analyzed in three stages, according to Fairclough: description (text either spoken or written), interpretation (discourse practice), and explanation (sociocultural practice). This description provides information on text analysis, which includes vocabulary, grammar, semantics, cohesion—the arrangement of sounds at the sentence level and visual components that are all relevant to linguistic analysis in this context (Fairclough, 1995). As two parts of the text that interact with one another, lexical-grammatical and semantic qualities are also subject to linguistic analysis (Sheyholislami, 2001: 7).

Discursive practice or interpretation constitutes the following phase in the Fairclough Framework. This dimension looks at how texts are created (in terms of composition), distributed (in terms of readers and listeners), and consumed (in terms of ways of comprehending) them. The idea of intertextuality (Fairclough, 1992) and intertextual analysis (Fairclough, 1995) are both derived from its concern with the comparison of a set of related texts. In order to explain it, we shall examine the connections between discourse interaction and the social context. Micro-analysis must be employed since it has a function related to macro-analysis by supplying data to support macro-analysis in discourse analysis or discursive explication, which uses a combination of the two types of analysis. Clarifying the relationship between the discursive process or interaction with the text and the text's function as a tool for text interpretation is another goal. The text is the outcome of the text production process.

The sociocultural practice or explanation is the final stages. This phase investigates the connection between social setting and discourse interaction. The link between discourse and social and cultural reality is the focus of this component. This aspect refers to the social structure that shapes discourse practice and is concerned with the interaction between discourse practice and social context, namely the social determinants of the production and interpretation processes and their social implications (Fairclough, 2001:22). Here, discourse needs to be seen in the context of broader society and taken into account as a social practice. An assessment of what takes place inside a specific sociocultural context is the foundation of sociocultural practice analysis. It investigates how discourse functions in various social contexts and in connection to dominance and power.



**Figure 1: Norman Fairclough Three-Dimensional Model**

In this study, it is also used, for instance, in textual analyses of song lyrics below;

*Sometimes, I like to go play dirty*

*Just like all of the fuck boys do*

*When that's not girly*

According to the grammatical aspect analysis, there is a personal reference in the song's lyrics, namely "I," which represents the singer, who is a woman. There is also a third-person reference, "fuck boys," which is meant to represent negative values in men. There is also a synonymous phrase in the song's lyrics, namely "Sometimes, I like to go play dirty," which has a synonymous relationship with the phrase "Just like all of the fuck boys do," with more emphasis placed on the word "play dirty" with "fuck boys do." The lyrics' meaning wants to explain, especially to women, that doing something dirty does not look cool, but rather bad, like fuck boys, which has a negative value as described in the lyrics. It also does not reflect our values as women, where we must still act gracefully.

#### **B.1.4 Linguistic Features of the Songs**

Language plays a vital role in songs because it adds artistic value or beauty to the song while being simple and full of meaning. Unlike ads, music videos, and movies, which illustrate two messages from two sources, which include visuals and text, songs only display one source, namely writing in the form of song lyrics. In order to reach their fans, producers aim to express their thoughts through different forms of language in their songs. As a result, the choice of

language is critical in determining the meaning that corresponds to the substance of the song. Song lyrics are made up of words that are strung together to make sentences that are united and related, allowing the meaning of a sentence to be correctly created.

Linguistic features are the study of language with the purpose to link and interpret the meaning of language in order to have a better understanding. The usage of linguistic qualities in the song itself assists to highlight aspects of the song lyrics that comprise the song's language. For example, the use of casual or informal language to establish a more personal relationship with the listener, or the use of figurative terms to represent the producer's thoughts or sentiments in the song and to express the emotions of the song to the listener. There is also a sentence structure in song lyrics, which includes vocabulary, grammar, syntax, and semantics, all of which are linguistic features that mix into a cohesive whole.

#### **B.1.4.1 Lexico Grammatical**

Lexicogrammar or what is commonly referred to as lexical grammar is a part of linguistics that deals with vocabulary, grammar, or syntax that come together in a sentence. The term was introduced by the famous linguist M.A.K. Halliday which is a combination of "lexicon" and "grammar". In this analysis, lexicogrammatcs focuses on aspects of vocabulary such as pronouns, adjectives, nouns, and verbs as well as grammar used to analyze song lyrics in *BPA*.

Vocabulary itself is directly related to activities such as reading, writing, listening as well as speaking, all of which depend on vocabulary since vocabulary is the smallest elements of a sentence. It makes it easier for us to be able to do these things if we can learn a lot of vocabulary. Vocabulary, as defined by Lehr (2004: 1), is the understanding of words and their meanings in spoken and written language as well as in productive and receptive forms used in speaking, listening, reading, and writing. According to Pribilova (2006: 13), vocabulary consists of words that are learned in a foreign language. One of the most crucial skills for anyone wanting to learn a second or foreign language is vocabulary development. A person's vocabulary is a collection of words that they are familiar with, claims Linse (2005:121). They find it challenging to use the language in their daily lives if they lack a large vocabulary. Being able to understand the meaning of a word in a sentence or larger context is one of the benefits of understanding vocabulary usage. Knowing the meaning of a word individually is only one part of the process. Even being able to use the words correctly in sentences, both when speaking and writing. The term "part of speech" or "part of English grammar" refers to a collection of words divided into categories according to how they are used in sentences. Knowing part of speech allows you to understand the function of words in sentences.

Parts of speech are classifications of words that are categorized based on their role and function in the sentence structure of a language. There are several types of parts of speech in English. The first type of part of speech is a verb or a

word that shows the action performed by the noun or subject in the sentence. Verbs are verb forms that function to describe actions or states directly or indirectly, visibly or invisibly. Visible here means that the verb means doing something that can be seen or is also called an action verb. Whereas invisible are verbs that don't show the subject doing an obvious action, such as being, smelling, and so on. Using verbs in this way is called a linking verb, because not all sentences have action verbs.

After verbs, nouns are the next subset of words. Nouns are used to name people, things, animals, places, and ideas or concepts. Nouns themselves serve to name all objects and concepts in the world, both physically visible and abstract. Abstract nouns are nouns that cannot be observed by the five senses. So, these nouns are abstract or only conceptualized as "matter". Abstract here means that nouns are not only for visible inanimate or living objects, but also apply to invisible things such as ideas. However, in a sentence, the use of nouns can be replaced with another type of pronoun, the pronoun. Pronouns refer to nouns that have already been mentioned or nouns that do not need to be specifically mentioned. Pronouns are used to avoid repetition of words in a sentence.

The next section is adjectives. Adjectives are used as additional adverbs in a sentence to modify or describe a noun or pronoun. Adjectives are also used to express positive or negative values. Adjectives are usually written right before the noun, like for example the word "happiest" in the *The happiest girl*, where

the word "happiest" describes the woman's condition. When an adjective is followed by a linking verb such as "be", it is referred to as a predicate adjective. For example, "I'll be the happiest girl". The word "happiest" becomes a predicate adjective that modifies the subject "me" and is connected by the linking verb "to be". After adjectives that are meant to explain nouns that are still general in nature, the next word parts explain additional information in the sentence. These word parts are adverbs.

Adverbs are words that provide further description and depth to words, particularly verbs, as opposed to adjectives which provide information about nouns or pronouns. Certain adverbs can change the meaning of words, phrases, clauses, and even whole sentences. Adverbs, on the other hand, are employed to describe verbs, which means they can clarify or contribute to the creation of a more comprehensive image by describing the how, when, and place of events. Adverbs can be used to indicate process (the way something happened), scale (the scope of something), place (the location), and time (the moment). Adverbs are often created by adding the suffix -ly to the end of a word. As in the phrase "when that's not girly," where the term "girly" appears.

#### **B.1.4.2 Lexico Semantics**

The semantic lexicon, in contrast to the grammatical lexicon, which focuses on vocabulary such as adjectives, adverbs, nouns, verbs, syntax, and sentence grammar, deals with the meaning of words created from a collection of words structured orderly according to grammar, including syntax. The study of

lexicon, also known as lexical semantics, is a branch of linguistics that focuses on the meaning of words, including how meaning is formed by organizing words and how words are connected in terms of both meaning and usage in various phrases.

Language interpretation can be accomplished through the study of semantics, a subfield of linguistics. Understanding word relationships and how readers interpret words from these relationships is another aspect of the study of linguistics. Semantics can discuss meaning at the level of individual words, phrases, sentences, or larger discourse units. The term "semantics" derives from the Ancient Greek word "sēmantikos," which means "significant." Therefore, the English word group semantics is derived from a variety of forms of the Greek verb sēmainō, which is a verb that refers to making sense. The philosophical and scientific study of meaning in both natural and artificial languages is known as semantics, also known as semiotics, semology, or semasiology.

Discourse context is very important in interpreting a word, phrase, or sentence. This is important because determining the meaning of a sentence based on the topic discussed in a discourse can make the discourse easier to understand and maximally interpreted so that there is no error in interpreting a sentence which ultimately makes a misunderstanding of the intended meaning. To help determine the right meaning in discourse, there are three types of semantics that can be used to determine the meaning of a sentence based on its context, namely lexical semantics, grammatical semantics, and conceptual semantics. This

division of meaning is intended to make it easier to interpret sentences according to their context.

Lexical semantics represents the study concerning the way particular phrases and words shape the general meaning of a sentence or discourse. Lexical semantics, also known as lexical relations, is the first classification of semantics and is concerned with the meaning of words and the processes by which meaning is produced. Lexical semantics, out of all the different kinds of semantics, is the most prevalent because it focuses on the meaning of specific words, particularly in context and in the presence of literary devices like figurative language and other devices that may modify the meaning of words and phrases. Lexical semantics frequently takes the surrounding text into account when determining a word's meaning, which can add complexity to the meaning of the word. Analyzing each line of text to determine the root words, nouns, verbs, adjectives, idioms, and how they are organized is another common aspect of lexical semantics.

Just as lexical semantics interprets words by elaborating on the parts of the word, the next type of semantics, grammatical semantics, also explains the meaning of the smallest part of a sentence. The differences are that grammatical semantics interprets words based on grammatical structures. Grammatical semantics itself is related to syntax, where syntax is a field of linguistics that refers to the grammatical rules in sentence structure or the organization of words to form sentences. Whereas semantics refers to the meaning of words. In the

absence of appropriate semantics and grammatically wise and correct word order, the meaning of a sentence may differ greatly. Hence, grammatical meaning defines the meaning of a word according to its function in the sentence.

The final type discussed after grammatical semantics is conceptual semantics. Conceptual semantics is semantics with an emphasis on the basic concept of a word, where a word still has the true or primary meaning of a word before the context is included in the sentence. This then leads to the meaning of language for every language user, wherein in that person's mind, the phrases and words utilized relate to not the environment as it actually is, but rather the world that person has conceptualized. The main concern of conceptual semantics is conceptual frameworks that consider the connection between language and thought. According to this theory, thought and language are fundamentally linked, and our conceptual framework influences our linguistic framework. Additionally, it also correlates with conceptual semantics to the concepts of connotation and denotation, where connotation refers to how an individual determines the meaning of a word or sentence and denotation is the word's usual definition.

### **B.1.5 Women's Empowerment Theory**

Women's empowerment can be characterized as a strategy to show that women have the power to choose their own voices and the right to have an impact on social change for both themselves and other people. One of the tactics

for empowering women is one of several that can help raise the value of women's empowerment in and of itself in women. One of the many tactics that can be used to empower women is empowerment in and of itself. Feminists pursue greater independence as a means of enhancing their strength based on this empowerment technique. Women battle for the freedom to live their life as they choose and the right to make a difference in the world. The necessary resources are required if women are to become autonomous. Feminists use the empowerment strategy to attempt and empower themselves by becoming more independent and seeking to bring about their own reforms (Mahbub Mahbub, 2021).

The definition of empowerment is "a method that encourages strength in people to be used in their own lives, their communities, and their societies by acting on issues they find important" (Page & Czuba, 1999). People who are empowered have control over their own lives. People receive the proper support that they require. The feeling of empowerment gives you the assurance that you possess the power to design the life you desire and fosters the conviction that you are capable of achieving anything you set your mind to.

Women's empowerment allows women to make life-changing decisions about a variety of social issues. They may be able to redefine gender roles or other roles in order to pursue their desired goals with greater freedom. According to the United Nations Commission on the Status of Women (2002), women's empowerment consists of five components: women's sense of self-worth; their

right to own and make choices; their right to have access to opportunities and resources; their right to control their own lives, both inside and outside the home; and their ability to influence the direction of social change to create a more equitable social and economic order, both at the national and international levels.

The feminist movement, which is defined by the movement's objective of empowering women, in the United States was founded in the middle of the 19th century, which is when the term "feminism" first appeared. Greater political, economic, and cultural freedoms as well as gender equality are demanded by the feminist movement. However, not all of these campaigns have the same precise objectives, adopt the same activism strategy, or target the same female demographics in their appeals.

Feminism is divided into four distinct waves due to this generational gap, each roughly corresponding to a different time period (Sarah Pruitt, 2022). There are four theories of feminism. The first wave of activism for women's voting rights took place in the late 19th and early 20th centuries. The second wave, which pushed for equal social and legal rights, emerged in the 1960s and 1970s. The continuation and response to the second wave were referred to as the third wave, which started in the 1990s. The focus of the fourth wave, which started in 2012 and is still going on today, was on gender standards and the excluded status of women in society in order to achieve greater gender equality (Mahbub Mahbub, 2021).

In this study, the fourth wave of women's emancipation theory is applied. This theory was chosen because it fits the time frame for which it is applicable, namely from 2012 up until the present. The fourth wave emphasizes the need for more representation of these groups in business and politics and contends that if all viewpoints are taken into account when formulating policies and practices, society perceives it to be more equitable (Sarah Pruitt, 2022). The freedom to express one's emotions and sentiments, to express oneself physically as one chooses, and to seek restitution for assault and harassment are additional examples of how fourth-wave feminism promotes breaking down gender stereotypes. It also advocates for women to have equal access to employment and opportunities. And in this analysis, the researcher highlights the notion that women have the freedom to defy gender norms, including the freedom to express emotions and feelings in a way that is manifested by choosing the path they take in their lives, being who they want to be, being independent and confident, and expressing themselves physically as they please.

#### **B.1.6 Song**

A song is a composition of sound sung by a singer whether solo, duet, or a group consisting of many people. A song is a brief metrical composition meant or adapted for singing, typically with one rhythmic stanza. Songs are considered to be a form of music when the words are sung, claims Hornby (1995:1133). According to Gerra (2016), a song is a composition made up of

lyrics and music with the intention of the lyrics being sung in order to elicit strong feelings or emotions in relation to a specific issue. The song is a form of expression through sound, according to Wikipedia, and is typically regarded as a single (and frequently stand-alone) piece of music with recognizable and fixed tones, patterns, and shapes. Even though they occasionally use religious rhymes or free verse, song lyrics are typically poetic and rhymed

### **B.1.7 Lyrics**

The words or phrases that make up a song's lyrics. Verse and chorus make up the majority of lyrics. Usually, the term "lyricist" refers to someone who writes lyrics. The words that make up a song's lyrics are typically the songwriter's expression of their emotions, and to do this, they either use words to describe their emotions explicitly or implicitly. As well as using poetic language, idioms, and other lovely words, lyrics frequently contain them. A lyric is defined as the writer's expression of emotion by Hornby (1995:703). The writer's deepest emotions are expressed through the lyrics.

Dallin (1994) asserts that lyrics are written as a means of communication between the author and the audience. Most of the time, they convey a message—whatever it may be—in order to inspire the listeners to at least consider it. According to their musical preferences, time, etc., such a purpose and form of interaction are embedded in the cultural context of these people. According to Stanford (2003:65), the word "lyric" derives from the Greek "lyre," which was

used to accompany poetry that was frequently sung or rhymed. A lyric poem may depict an external action, but it typically focuses on an internal reaction, realization, or response.

### **B.1.8 Blackpink**

Blackpink is a South Korean girl group consisting of four women, namely Jisoo, Jennie, Rose, and Lisa. Blackpink itself is under YG Entertainment, one of the major agencies in South Korea, which debuted in 2016, precisely on August 8, 2016, with their digital single "Square One" which has double A-sides, "Whistle" and "Boombayah". With the release of this album, Blackpink's name began to rise and was favored by young people with their attractive appearance. Unlike girl bands that show their cute side, Blackpink comes with a girl crush style that makes them look different and attract attention. Until now, Blackpink has released many albums, such as Blackpink, The Album, Square Up, and the latest album is Born Pink. Born Pink itself is the latest album from Blackpink released in 2022.

Additionally, Blackpink made history by becoming the first female K-pop group to perform at and win the MTV VMA award ceremony, which is an event put on by the MTV cable TV channel to recognize the best in music video media. Aside from these two milestones, Blackpink made history in 2019 by becoming the first female K-pop group to perform at Coachella. Blackpink has accomplished a lot throughout their career as a K-pop idol. This accomplishment

is inextricably linked to their incredible songs and albums. The meaning of each song performed by Blackpink is not only extraordinary and inspiring, but it is also very easy to listen to it. Blackpink has released over ten albums to date, with the most recent being Born Pink.

### **B.1.9 Born Pink Album**

Born Pink is the latest album from Blackpink which was released on September 16, 2022. The *BPA* itself is the second full album after their first album entitled *The Album*. No less successful than their first album *The Album*, Born Pink's second full album was also a huge success among loyal listeners or Blackpink fans or so-called BLINK. The album contains eight songs with the title track, *Pink Venom*. Although *Pink Venom* is the title track on this album, other songs also became hits among K-pop lovers. Among them are *Shut Down*, *Tally*, *The Happiest Girl*, *Typa Girl*, *Hard to Love*, *Yeah Yeah*, and *Ready For Love*. These songs are the object of research.

Only a few songs from this album were chosen as research data. *The Happiest Girl*, *Typa Girl*, and *Tally* are songs that become research data. This is due to the focus of the research which discusses the value of women's empowerment in several songs from the album. Another reason for choosing the song mentioned above is that it is a Blackpink song with English lyrics, which make it easier for the researcher to finish this research.

The meaning of the three songs was another consideration in addition to their English lyrics when choosing these songs. The songs' symbolic content also shows how independent and powerful women can be without constantly depending on men. The meaning of the song *The Happiest Girl* emphasizes a woman's fortitude in the face of a failed romantic relationship. Behind it all, however, women have the ability to rise above their sadness, find happiness once more, and lead fulfilling lives on their own.

The song *Tally* has a similar message about freedom to that of the song *The Happiest Girl*. Blackpink's *Tally* is a liberating and carefree song about accepting one's own decisions, defying social norms, and leading a life free from worry about criticism. Rather than feeling pressured to fit in, the song exhorts listeners to be authentic and go after their dreams. The final song *Tyga Girl* was the final one to be used as a discussion analyzer. The song *Tyga Girl* defies the dated notion that women should be housewives by expressing that women are independent and do not need to appease anyone but themselves.

## **B.2 Relevant Research**

Discourse analysis is fun to analyze and study. Therefore, it is no wonder that there's been a lot of research done on it. As support in this research, several studies on song discourse analysis have been carried out, and the researcher found five journal articles that are related to the author's current research. For instance, Fitria and Neisya's research (2022) looks at female stereotypes in

Maggie Lindemann's song *Pretty Girl*. The researchers want to focus on how the stereotypical image of women is depicted in the song's lyrics in this study. The song 'Pretty Girl' itself describes women as beings who cannot be judged solely by their physical appearance, but who are much more.

Society, she believes, must capture what is inside. Maggie Lindemann strives to change the stereotypes of women she has encountered and to demonstrate to society that she, as a woman, can do anything and be herself regardless of the existing female standards. The lyrics of this song tell about the outpouring of a woman who wants to fight the existing gender role standards without caring what others think because she is more than just a beautiful woman. This is an interpretive qualitative study designed to provide an in-depth and detailed explanation of a phenomenon through the data collection process. This study employs the Critical Discourse Analysis (CDA) approach based on the Norman Fairclough model. Critical discourse analysis is defined as an attempt to explain a text about a social phenomenon in order to discover the interests contained within it. The author utilizes the Critical Discourse Analysis approach to uncover stereotypical values of women in Maggie Lindemann's song *Pretty Girl*.

Another research that explains women's empowerment is the role of musical discourse in propagating the idea that women are subject to values, traditions, and honor are discussed in this analysis by Kayany & Dar (2019). The goal of the study was to demonstrate that music contains a subversive ideology

regarding the place of women. Twenty songs from Pakistan and India, dating from 1972 to 2015, were used as the data. This essay combines the central ideas of feminist critical discourse analysis, feminism, and Moscovici's social representations with Norman Fairclough's three-dimensional critical discourse analysis framework. The researcher concludes that musical discourses serve as a foundation for the persistence of male hegemony. They send the message that social traditions, values, and norms apply to women as well. They are constrained and constrained by the boundaries imposed by the social demons under the guise of religion and culture.

The lyrics of Katy Perry's song *Roar* are used in another study by Neisya, et al. (2023) to explain how women can be more independent. *Roar* was the first single from her third album, *Prism*, released in 2013, and it successfully influenced women to persevere in complicated relationships with men while also loving themselves (Martin, 2022). Data collection methods include observation and documentation. The observation is made by paying close attention to the use of language in the lyrics of Katy Perry's song *Roar*. Furthermore, the researcher observed the song's video clip on the YouTube channel in order to visually emphasize the intended meaning.

In this study, figurative language and imagery are used by the researchers to interpret the feminist perspective in the song lyrics, with the intended effect of evoking Katy Perry's own emotions and relationship struggles. This song reveals how Katy's thinking and behavior have been influenced by the stereotype

that women must always obey and serve men. However, Katy was capable of proving that women are not that vulnerable when she dared to decide to overcome hardship. They acquire strengths that, if used, can overcome any challenge and treat any underlying condition. This is the message Katy is trying to get across to all the women in the world through her song. Katy Perry wants all women to recognize their worth and the freedom to make their own life decisions without the assistance of men.

The other research depicts the subject of Neni's research (2021) which is told about how black women are portrayed in the song *Run the World (Girls)* by Beyonce Knowles. Researcher-analyzed data was derived from Beyonce's song because it contains ideas that bring up Black Feminism Thought-related issues. The researcher used discourse theory, feminism, and textual analysis as the basis for her analysis, which was guided by Paul Ricouer's hermeneutic theory and methodology. It is important to interpret the textual elements of the song's lyrics and the visual cues in its music video in order to comprehend the meaning and its connection to the ideology the song is intended to represent.

The findings demonstrate that black women's power is represented by a dialectic of verbal and visual signs, and this dialectic aims to elevate black women's status so that they are more highly valued, especially by black men. In order to bring about social changes in the lives of black people, the singer repeats discourses about the independence of black women in economic and educational spheres as well as their capacity to bear children. The existence of this song is

also connected to the black feminist movement, which disseminates its ideology through music.

The research of Ekkarat Ruanglertsilp (2022) also addresses women's empowerment. The researcher focuses on the lyrics from Ariana Grande's album *thank you, next*, which promotes female empowerment. The three-dimensional Fairclough Critical Discourse Analysis framework is used in this study to examine. The purpose of this study is to investigate the linguistic techniques used to describe the discourse of self-empowerment in Ariana Grande's song lyrics. By examining how young women's empowerment ideology is produced and what neoliberal feminism means in relation to the language used in song lyrics, this research is expected to contribute to the body of literature already in existence.

In order to illustrate the ideological concept of "empowered women," linguistic techniques like the use of metaphors, exaggeration, and presupposition manipulation have been studied through textual and social analysis of the songs. Independence, self-love, owning sexuality, and need are among the ideas discovered. The ideas also show that Grande largely supports the ideals of gender equality and female empowerment in her lyrics.

According to a review of the aforementioned five journal articles, each of the journals uses the Critical Discourse Analysis method to discuss the same subject, particularly the empowerment of women in songs. Each of these songs tells the story of a woman who has strong morals and rejects gender stereotypes

that can sometimes promote negative values or the idea that women are weak in choosing their life's path. Although the discussion and theories employed in current research and earlier research are similar, this study also contains differences that researcher use as a complement to earlier research from a variety of elements.

Some similarities and differences from the same discussion as the researcher's thesis are found in previous research that has been published. Numerous similarities were discovered, including the fact that feminism which was the subject of both earlier research and the researchers' own study was the focus of both. The fact that each song's score was the same indicates that women's issues are not going away, and this fact may serve as motivation for lyricists and producers to write songs about it. In cases where language refers to social phenomena, critical discourse analysis is used to investigate the connection between language use and already prevalent social practices.

The use of various songs as research subjects is another distinction between the present study and earlier research. Even when the same topic is studied, different song choices inevitably result in different research findings. Another way that researcher add to the current research is by using the theory of the empowerment of women itself. Furthermore, this has never been employed in prior studies, to the knowledge of the researcher. And, with previous research, it improves the researcher's analysis and makes it more valid with the data gathered by the researcher and the theory employed, which is an improvement

from previous research. The existence of previous research also makes the results of this analysis more objective, allowing researcher to obtain the most accurate analysis results.

