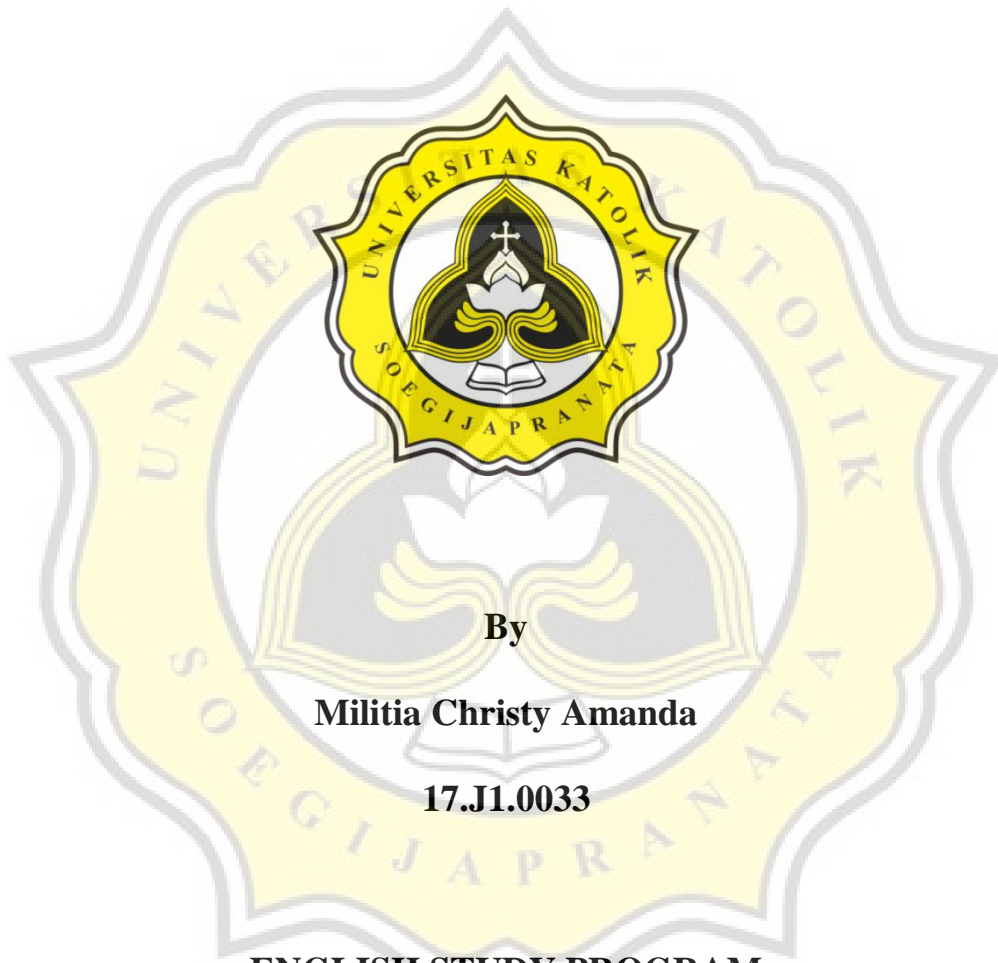


THE POTRAYAL OF MEN IN TAYLOR SWIFT'S

MUSIC VIDEO: *THE MAN*

**A Thesis Presented as a Partial Fulfillment for the Requirements for the Degree
of *Sarjana Sastra* in the English Study Program**



By

Militia Christy Amanda

17.J1.0033

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

SOEGIJAPRANATA CATHOLIC UNIVERSITY

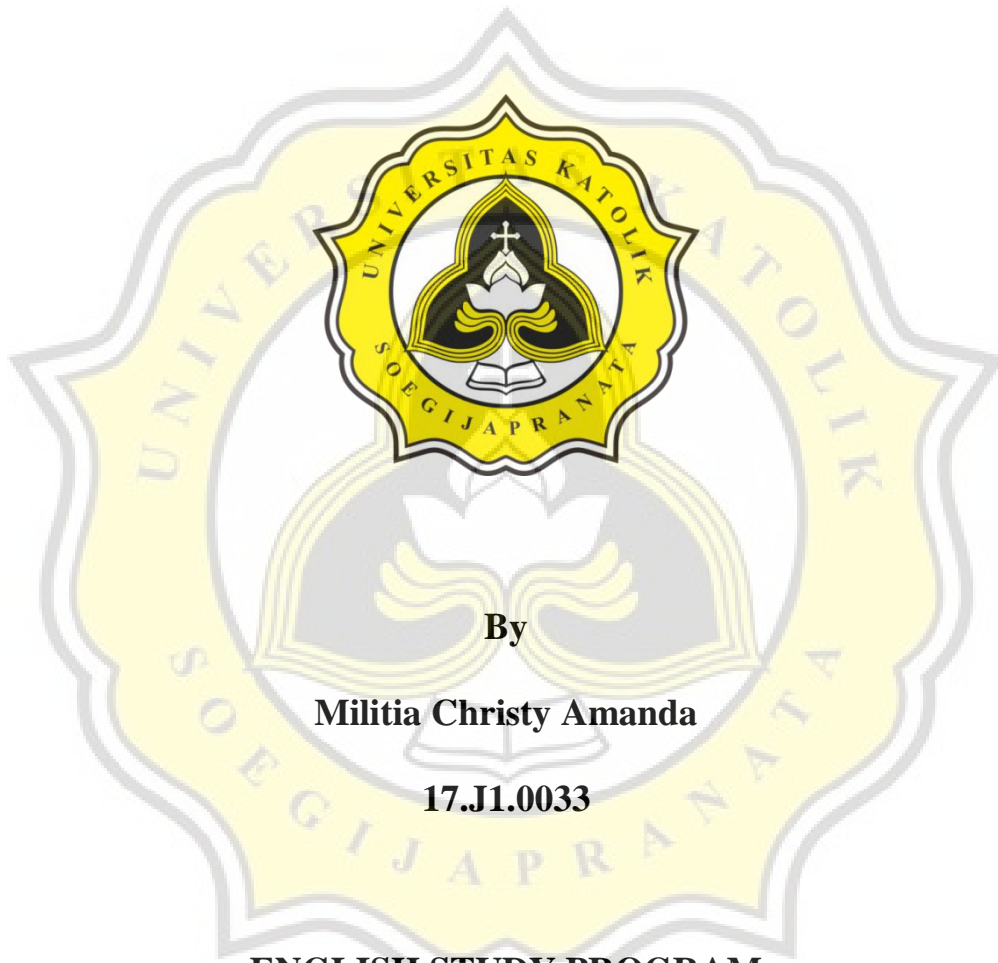
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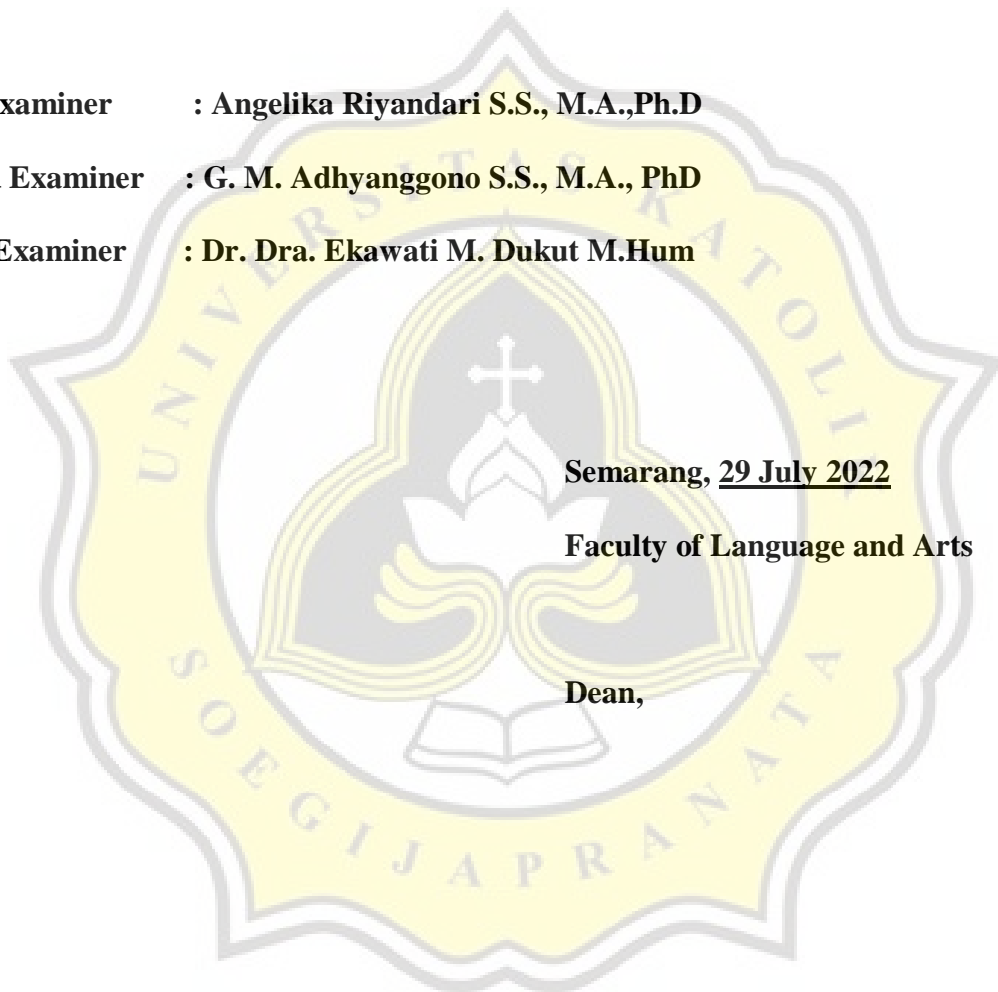
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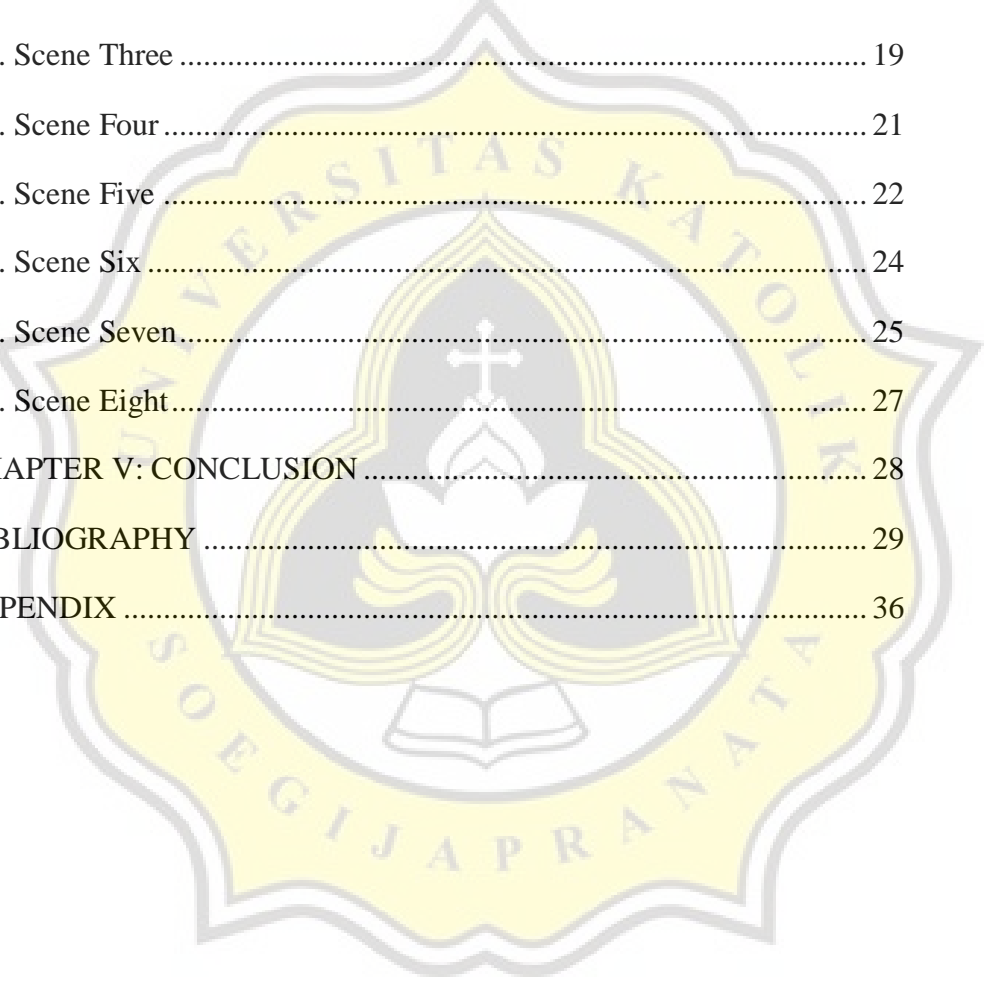
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ABSTRACT

This thesis analyzes *The Man* music video by Taylor Swift. The objective of this study is to analyze the portrayal of man in a music video using gender stereotype theories. The result of the analysis shows that throughout the eight scenes selected by the writer, *The Man* music video depicts how stereotyping are shown by Tyler, the male character of *The Man* music video. Parts of the discussion were contrasted with how society would react if the actions were done by women. The ending part of the video shows how society judges Taylor Swift as not being capable enough for being in music industry and direct of her own music video *The Man*, just because she is physically a woman.



ABSTRAK

Dalam pembahasan ini, penulis mencoba menganalisis video musik *The Man* karya Taylor Swift. Penelitian ini bertujuan untuk menganalisis penggambaran laki-laki dalam video musik dengan menggunakan teori stereotip gender. Hasil analisis menunjukkan bahwa dari delapan adegan yang dipilih oleh penulis, video musik *The Man* menggambarkan bagaimana stereotip yang ditunjukkan oleh Tyler, karakter pria dari video musik *The Man*. Bagian dari diskusi dikontraskan dengan bagaimana masyarakat akan bereaksi jika tindakan tersebut dilakukan oleh perempuan. Bagian akhir dari video menunjukkan bagaimana masyarakat menilai Taylor Swift tidak cukup mampu untuk berkarier di industri musik dan menjadi sutradara video musik *The Man*, hanya karena dia secara fisik seorang wanita.

