

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

In the beginning, music is considered to have no connection with literary work. This is because at its first appearance, before the century, music is just a composition of songs without lyrics (Brown, 2000). Along with the development of time, the presence of music has become one of the elements that make a literary work more alive. Along with the times, music is now combined with poetry so that music is no longer instrumental, but has lyrics. This is the turning point where music can be said to have the ability to describe or imply events or realities in everyday life (UK Essays, 2018). Judging from its definition as a branch of literature that can convey feelings to its listener through semantic representation. In it, the music has lyric verses that are somehow narrative so that the listeners can follow the story of the music (Omigie, 2015). Costello (in Goodwin, 1992) argues that music visualization is also a way for musicians to convey messages to listeners. This is done by using colors, settings, or objects contained in the music video. Taylor Swift is an American musician who conveys her lyrics using music videos.

Born on December 13th, 1989, Taylor Swift is a female songwriter and singer who grew up in Pennsylvania. Swift often writes songs based on social reality from her view and personal experiences. Most of her songs tell about love and women. Since the age of 10, Swift has been interested in becoming a singer. Starting from learning some guitar chords, in 2006, she released her first single entitled *Tim McGraw*. This song tells about Swift's summer love back when she was in high school. Swift knows that she and her ex-boyfriend, Drew Dunlap, would end soon because Dunlap would move to continue his studies. Her first single ranked first on the Top Country Albums for

almost 91 weeks (Ducksters, 2014) which made her known as a young American singer-songwriter in the singing world. By the year 2021, Taylor Swift has released 18 albums. Of all of the albums that have been released by her, some of the most famous albums are *Red* (2012), *1989* (2014), *Lover* (2019), and *Folklore* (2020). The writer sees that *The Man* is one of the songs from the album *Lover* that has a special message that Taylor Swift wants to convey to her listeners.

The Man is one of Swift's most controversial songs that she has ever made (Global News, 2020). The song was released on January 27th, 2020. *The Man* is one of many singles on the *Lover* album which contains 20 songs. *The Man* becomes the fourth consecutive single from the album *Lover* that successfully made the top-forty of the music chart in the U.S. Taylor Swift in her this seventh album called *Lover* is an 'honest' album that she tries to insert a story of her personal life through several singles in her album.

One of her singles *The Man* contains lyrics that have complex meanings and have social codes which talk about the position of women in social life and what people think if she becomes a man. Swift mostly created her song based on several events that happened to her. Events that often occur to Swift are mostly events that have to do with gender disqualification. Some of Swift's previous albums also mostly talk about men, especially Swift's ex-boyfriends, such as the song *We Are Never Getting Back Together* which is intended for Jake Gyllenhaal, Swift's ex-boyfriend.

The writer believes that Swift's messages in her song *The Man* which depicts the main male character of this music video *The Man* is worthy of analysis. Swift imagines the media's treatment as if she were a man. In *The Man* music video, Swift parodied several scenes from the movie *Wolf of Wall Street*, starring Leonardo DiCaprio, which she also refers to in the lyrics of the song as the personification of

masculinity in society (Pollard, 2019). The restlessness that she expresses in her lyrics is brought to life in her music video. The director of the music video has used many scenes that show her restless life experience of how women in the music industry are treated unfairly (Lipshutz, 2019). The music video was nominated for the Video of the Year, Video for Good, and Best Direction at the 2020 MTV Video Music Awards, winning the latter and making her the first solo female artist in VMA history to win the category. In the video, Swift shows several examples of social issues of the stereotype of gender, especially the double standard.

During an interview with Billboard in 2019, Swift pointed out that she is tired of the double standards that exist in society. Thus, she wants to turn her restlessness into a pop song (Billboard, 2020). The double standard in gender that Swift pointed out refers to the situation where a gender (either male or female) is favored and given different values by people (Neubeck & Glasberg, 2006). The concept of the video is a narrative story in which Swift becomes a theatrical male named “Tyler Swift” and is voiced by Dwayne Johnson, a male actor. The video received critical acclaim for its concept and Swift's transformation into a man.

Based on the background above, the writer takes the issues of stereotype, because this issue is close and still attached to some of us with or without us realizing it, which becomes the focus of the problem in this research. The writer will analyze the music video along with the lyrics of the song using theories on gender stereotypes.

1.2 Field of the Study

The field of this study is Literature, specifically men stereotypes.

1.3 Scope of the Study

The scope of the study is on the use of gender stereotypes theories. The study will use stereotypes theories that deal with the superior depiction of men compared with women inside Taylor Swift's *The Man* music video.

1.4 Research Question

This study has the purpose to address the following question: What are the portrayal of man in Taylor Swift's music video: *The Man*?

1.5 Objective of the Study

The objective of this study is as follows: to find out the portrayal in Taylor Swift's music video: *The Man*.

1.6 Significance of the Study

This study will be especially useful for a Gender Studies course analysis sample in the Faculty of Language and Arts. By using a famous singer's lyrics that contain stereotypes, the research conducted by the writer can give inspiration to women that they can achieve what the opposite gender can.

1.7 Definition of Terms

1. Stereotyping

In terms of the definition given by Pedro Bordalo (2016), stereotyping refers to the manifestation of statistical discrimination. It means that the rational formation of a group member believes that certain groups have certain aggregate natures. On this occasion, stereotyping might lead to a phenomenon that is known as a double standard. Stereotypes are also perceptions or beliefs followed about groups or individuals based on opinions and attitude that comes first (Saguni, 2014).

2. Music Video

According to Andrew Goodwin (1992), a music video is defined as the visualization of meaning that is contained within a song in which the meaning of the lyric could be interpreted or generated. A music video also can be interpreted as a short film that interprets the lyrics of a song into a visual that aims to promote the artist's musical work. This definition first appeared in the early 1980s by MTV Television. In supporting the music video, several additional elements are needed to give an aesthetic impression so that the meaning of the song can be conveyed from artists to listeners or viewers (Shamma et al, 2005)

