

CHAPTER V

CONCLUSION

Based on the qualitative analysis of Taylor Swift's *The Man* music video as the main object of this study, the writer finds out that *The Man* music video shows several cases of the double standard issues between men and women. The music video shows off Taylor Swift's transformation to become her alter-ego and her imagination if she was to become a man named Tyler Swift.

There were eight video scenes to reflect on, which in general informs that the music video is a representation of Taylor Swift's restlessness about the double standards that she experiences until this day and especially interprets it in how she feels about her position in the music industry. Her imaginative Tyler represents how men can be superior over everything such as in business world, parenting, romantic relationship, even having fun on a party and can always have more appreciation compared to women. Whereas, at the end of the scene, Taylor Swift, the director of the music video and also the woman, is still often judged as not powerful enough to lead the world.

The lyrics of the song, which especially mentioned "And getting bitches and models, and it's all good if you're bad, and it's okay if you're mad" shows gender inequality. Taylor Swift also represents the unfairness that is happening to women who experienced double standards. The writer sees this research based on how the media and society treat Taylor Swift. Along with *The Man* music video, Taylor Swift had intentions to break some of the stereotypes that often harm women and create gender equality where both men and women could live their lives without worry.