

ABSTRACT

Gender issue has spread around worldwide. The issues about gender are probably the product of the traditional gender role. Traditional gender role is being practiced in many patriarchy countries such as South Korea. This study aim to reveal and categorize what kind of femininity that is represented by South Korean girl group, 2NE1, in their music video entitled 'I am the Best'. The femininity theory that will be used in this study is based on England, Descartes, and Collier-Meek. The writer used the theory by John Fiske in his book entitled 'Television Culture' as the methodology. This study finds that 2NE1 want to negotiate the traditional concept of femininity in South Korea, which is normative femininity, and offer a new type of femininity to show that women are able to compete with men in the modern world. 2NE1 try to modify the concept of traditional gender role. 2NE1 want to promote and show the masculine values but they still apply the feminine values on them. They want to be a leader of the world and rule it. They try to make everyone following them. But they are still using make up and becoming stylish. They wear many gorgeous outfits and accessories.

Keywords: 2NE1; Femininity; Gender; Music Video;