

Abstract

This study aimed to analyze the representation of woman in Maroon 5 “This Love” music video. “This Love” music video was popular since the day it was released until nowadays. It can be seen from total viewers in YouTube that reached more than fifteen million viewers. The music video was met with controversy when it was released, because of its sexual theme exposed in the video which earned critiques from critics. Thus, the music video was divided into the censored version and uncensored version. This study analyzed the uncensored version because this version has more issues to discuss. This study focused on figuring out how woman in this music video is represented. It did not discuss the band performance; nevertheless, it merely analyzed the issue of woman in this music video. To figure out the meaning on its visual and verbal meaning, this study used Semiotics by Barthes that discussed about the linguistic message, coded and non-coded iconic. In this study, the data that the researcher needed were images and frame exposing woman sexuality. Considering that, to gain the best understanding about the messages, information related to the data were also used in the analysis. The study found that Maroon 5 “This Love” music video represented woman as the sexual object and the subordinate one. The lyrics of “This Love” represented woman as man sexual object. The director of the music video next comes up embodying it into scenes in music video that supporting the representation of women as sexual object. To sum up, Maroon 5 “This Love” music video contains the issue of submission of woman and this issue is supported by the director who actually is also a woman.

Keywords: *representation of woman, music video, woman sexualities.*