

### **Abstract**

Music is one of the essential parts of human culture that influences the values such as female image in certain society. Hip Hop, in this account, is the music genre that has long history racial issues. It is undeniable, then, that Hip Hop has created events that colored the story of many aspect of the society within. However, this genre still left one more aspect that is appealing to be examined: the gender issues. These issues are quite interesting to be examined in a way to search how female in certain society is constructed by this genre. Finding the answer to this question posted above is, then, greatly possible to be answered by searching some sample of Hip Hop work that performed by female performer because in this work we can see how female in this genre constructed and then assume that this is the underlying image of this genre in current time. As a result, this research aims to explore the female image that is conveyed in Pussycat Dolls' Don't Cha music video as a representative of female Hip Hop performer. For this purpose, the semiotic theory used in order to find the underlying meaning that explains the female image. And by that, sexualized female image that harms the society is to be found in the subjects.

*Keywords: female image, feminisms, Hip Hop, Semiotic*