

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

The "girls like you," music video represents a woman who is free and successful in her world career. The woman in this music video dances to the beat of the song behind the vocalist. With the many representations of women in this music video, it can see that women are equal, free and successful, and get their rights as women. The women in this music video have different backgrounds, such as artists, singers, comedians, athletes, activists, Youtuber, entrepreneurs, movie stars, and models. This video also shows that women with different skins and races can also be beautiful.

This time gender is very influential in life, while women are described as weak creatures or second roles while men have higher power than women. Because of that, a woman always wants equality and justice in life to get decent equality with men. According to the Nurture theory, there is a difference between women and men because of the formation of society through socio-cultural construction, resulting in different tasks or roles. (Parker and Stepler n.d.) From these differences, women are considered to be always left behind and their roles neglected, as well as the contribution of women in their families, in a society that is still underestimated. In this eraso many feminists or many women want gender equality. In the course of women to spread gender equality at first using literary works or writings from feminist activists. But with the development of the media now, making the media greatly influences the construction of society. To promote gender equality, many things can be done. One of them is spreading it through the media. There are so many media to deliver the message about gender equality, in this case through music videos. Music video itself has a very

important role to play in spreading the message, one of which is gender equality. There are millions of videos in the media, many people are watching and enjoying that. From that also many music makers display videos that are very interesting to see and pleasant to hear. Through media, it is very easy to become a major influence in changing the construction of society.

The existence of the media itself is very influential in the description of gender. Hook argues that "no matter how sophisticated our strategies of critique and intervention, we are usually seduced, at least for a time, by the images we see on the screen. They have power over us, and we have no power over them" (Hooks 1996). Music video is one of the media to spread messages through audiovisuals. The media makes gender construction through the content it displays. The media itself cannot directly change people's stereotypes about gender. One way to construct it is by displaying content related to gender construction, feminist and masculinity symbols are always shown to make stereotypes about gender construction in society. The directors often describe women as "whiny" and having low self-esteem (Gamble, 2010). With the construction of gender in a society that is described in media, gender roles develop in the community. One of them is gender equality, this goal is to equate the role of women to men in their rights and daily lives. "That women and men, and girls and boys, enjoy the same rights, resources, opportunities and protections." (LeMoyne, 2011)

However, with the advancement of technology and the development of the media, preading the message of information can be easily distributed to the recipient. In this case, the spread of gender equality was disseminated through the music video titled "Girls like You" by Maroon 5. In this music video, we find a friendship that occurs between men and women. There is no difference between race, ethnicity, religion and so on. This video represents women and men who can take care of each other. Here it can be seen that gender equality has been fulfilled by seeing that women

have obtained their rights. For example, women with success as singers such as Camilla Cabello and Jennifer Lopez appear in this video. They symbolize that women can be as successful as they are. There is another artist or movie star, Gal Gadot. She successfully performed a role in the film Wonder Women, which presented a strong woman, able to take care of herself and even more than men.

The existence of gender equality at the moment, makes women feel safer and protected. A friendship between women and men in any case is not at issue and even gets support. It is equality that makes men more polite and respects women in families or work. All of them become equal and do not differentiate. Therefore, men will not control or dominate women. Because controlling or dominating women is one form of discrimination or at first, the form of violence against women is formed.

In this study, several music videos describe absence of romance. As in the music video Little Mix featuring Jason Derulo entitled Secret Love Song. The author prefers the music video from Band Maroon 5 as his research because in this music video it has more meaning than Music Video from Little Mix featuring Jason Derulo entitled Secret Love Song. In this music video there are several women as singers and with Jason Derulo the male singer. However, in this music video there is not a single woman who is in the same scene as in the 'Girls Like You' music video. The music video Maroon5 entitled Girl's like You has a more significant picture of absence of romance. This Music Video is also interesting because it involves several female figures with different identities and the relationship with the man in this music video is also different. In this video there is a relationship between relationships as friends or partners and on the other hand this video also shows a relationship between women and men who already have a bond or commitment as a married person.

In order to support this study, there are several previous studies which have relation with the romance. The study from Maharani's thesis which represents the

music video of Taylor Swift "Blank Space". In his research he said "Video clips are increasingly in demand by this world community is one form of mass media used to channel ideas, views, criticisms that can creating an effect that will lead to changes in society one of them as a media to convey the message of feminism" (Maharani 2016). This means that the media has a very significant influence in shaping the construction of society. In the "Blank Space" video the feminism side wants to be shown by showing the form of a formidable woman who is seen from a luxurious house and some activities that describe the side of women's toughness and equality. In the video also shows the dominance of women towards men. The presence of female domination of men is a self-defense where women are usually dominated by men, in this video the opposite is true. Sigmund Freud used the term defense mechanism to show unconscious processes that protect an individual from anxiety through twisting reality. This means that the defense mechanism is a form of self-deception (Freud 1894). Her study describes women's equality or anti-discrimination which is represented by the resilience of a woman to men.

There are some previous studies and journals that the writer uses to help analyze the issue of this study. This study comes from Wyndol Furman, and Amanda J. Rose (2015) entitled "Friendships, Romantic Relationships. Wyndol and Amanda talks about a unified relational perspective for conceptualizing all dyadic peer relationships. This perspective has four key features. First, friendships and romantic relationships need to be studied as relationships. By relationships it mean an ongoing set of interactions between two people. They explain the features, people, and characteristics of the couple, and history as separate aspects. In their research, they put more emphasis on the issue of close relationship systems and contextual factors in romanticism such as in groups and peer relationships. while the author of this study chose to work on the problem of absence the romance in music videos through the theory of Reading

analyze the issue of this study. This study comes from Peggy C. Giordano, Wendy D.

Manning, Monica A. Longmore and Christine M. Flanigan entitled *Developmental Shifts in the Character of Romantic and Sexual Relationships from Adolescence to Young Adulthood*. In these studies, they examine ways in which the qualities and dynamics of respondents romantic relationships change from adolescence into adulthood and also explores the ways in which gender influences the character of romantic experiences. In their findings they found that as individuals spend increased time with their romantic partners, and peer relationships begin to recede somewhat in importance, in general, the romantic partner will increase as a source of reference, support, and influence. Some previous studies and journal that the writer uses to help analyze the issue of this study. This study comes from Susan Sprecher and Pamela C. Regan entitled *Liking some things (in some people) more than others: Partner preferences in romantic relationships and friendships*. In this study, they examine the degree to which various characteristics are desired in five types of relational partners. indicated their preferences for several attributes in either a casual sex partner, dating partner, marriage partner, same-sex friend, or opposite-sex friend.

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a study conducted by Susan Sprecher and Pamela C. Regan helped the author in knowing how men's and women's estimates of the availability of partners for a specific type of relationship would be associated with being more demanding with regard to preferences for that type of relationship.

According to nurture theory, there are differences between women and men because the formation of society through socio-cultural construction produces different tasks or roles. (Parker and Stepler n.d.) This means the differences that occur due to community construction. Indeed, in music this video describes equality between women and men. The lack of romanticism in this video and the lyrics that indicate equal relations and gender equality have occurred. In this video we can see the vocalist Adam Levine looks ordinary with the woman behind him. This ordinary attitude shows that there is no romance in this video. This is what researchers will examine to see how the absence of romance despite its lyric and depiction through the concept of gender equality.

Relationships that occur between men and women will always exist. A normal heterosexual relationship to show love exists in every human being. But there will always be normal boundaries in relationships between women and girls. The relationship can be as normal as being friends or work partners and not having commitments to each other. In a strengthening relationship, a woman and a man can be considered as a couple who have a relationship or are married. Relationships Women and men who are married have a different bond and a definite commitment between partners. Madathil and Benshoff say that arranged Indian married individuals place greater importance on finance and shared values, while self-selecting American married individuals consider loyalty to be more important and tend to report higher satisfaction overall (Madathil and Benshoff 2008). Here it can be said that the

relationship between women and men in America prefer partners who are royal and have a strong commitment between partners.

In relationships, women and men in marriage have different relationships. In a relationship between a woman and a man who already has children, intimacy will appear. From that intimacy, their relationship will look romantic and there will be harmony in a family. In a marriage relationship, the father figure will be a protector for his family and the woman as a wife is a caring figure. The representation of sexuality is at stake as an essential element of the romantic experience and the connection between love, sexual pleasure and marriage as normative in our society (Yella 2000). From this statement, it can be interpreted that the relationship in marriage will have a separate romantic relationship in a marriage relationship.

In its development, romanticism is not only in the relationship between adults, but the relationship between adolescents also occurs into adulthood. adolescents' dating relationships tend to be transitory and somewhat shallow, thus lessening their potential impact (e.g., Merten, 1996). Nevertheless, recent theorizing has suggested a key role for romantic relationships in adolescent development (Collins, Wels and Furman 2009). Here the author sees that the development of intimacy that will come will change according to at that time. Empirical studies of the nature of cohabiting unions have most often compared cohabiters to married individuals, and have found that individuals who cohabit on average report lower relationship quality, less homophily, lower fertility, and less gender equity than married individuals (Collins, Wels and Furman 2009).

Maroon 5 songs featuring with varied women in their music videos is aimed to show the women have the same rights as men or women can be entitled to success or success in their way and be guarded by a man. Maroon 5 is an American band from Los Angeles. Won several awards such as Grammy awards. On his latest album

Maroon 5 released an album entitled "Girls like you". In making video music, Maroon 5 often uses sexy women as objects to attract viewers. Just mention the Maroon 5 song titled "This Love" and "She will Be Love" which make women become sex objects for men. Unlike the previous song, in this video clip Maroon 5 uses many artists or talented talents of women who adorn the background of this video music. There are 26 women behind the vocalist who is singing. In this video illustrates that gender equality works. With the depiction of 26 women who are successful in their careers and world, Maroon 5 presents the goals of gender equality in music video, where gender has equal rights and can live well. Unlike the other videos, in the video "Girls like you" men and women can live side by side with harmony regardless of gender, race, and religion. They are free and have the same rights, even they need each other to give pleasure. They are all inspiring women to fight for gender equality. Their success is a spectacle that women can also be successful and can have the same position regardless of gender.

The purpose of this study is to analyze how the music video present the absence of romantic through the concept of gender equality in the Maroon 5 music video entitled "Girls like You" and also music video as media to spread the purpose of feminism has been achieved through this "Girls like You" music video. The description of gender equality was achieved and can be seen in videos and lyrics. Therefore, to analyze the research will use feminist theory by Mary Wollstonecraft, She emphasizes that women's awareness in struggling for their equal rights and the theory also will combine with semiotics method by Fiske's. The writer will interpret each signs of each code in order to analyze which signs gender equality in both video and lyric of "Girls like You" Maroon 5 by using those theory and method.

1.2 Statement of the Problems

How is the music video represent the absence of romance?

1.3 Objectives of the Study

This study to find out how the music video present the absence of romantic despite its lyric and how the absence of romantic scene depicted in this video.

1.4 Significance of the Study

Through this music video can be seen because of the gender equality that has been achieved, the romantic situation that usually occurs between men and women missing. The existence of gender equality makes us equal to each other regardless of who is besides, in front of or behind us. Friends between women and men become commonplace without causing feelings between them. The findings of this study will benefit the society, especially feminists that gender equality can now be obtained. With many activists who speaks about gender equality to make people in the society more aware about women's rights and need to be maintained. The writer also hopes that this study will be valuable and useful for readers especially for students of English Department Universitas Airlangga concentrating on cultural studies. For common readers or people who love Maroon 5, this will provide an information about gender equality which is represented in the Maroon 5 music video. This study also will provide an information about feminist theory. Especially on gender equality in Maroon 5 music video entitled "Girls Like You".

1.5 Definition of Key Terms

- **Romance:** Romance is that the situation that stands out from this genre is its attention with love and adventure. The main principle is the development of love relationships and journey in all their forms and varieties. (Hansson, *Romance Revived: Postmodern Romance and the Tradition* 1998)

- **Music Videos: A form of audio visual communication in which the meaning is created via carriers of information such as; the music the lyrics and the moving images. (Carlsson 1990)**