

UNDERGRADUATE THESIS

**PORTRAYAL OF INDEPENDENT WOMEN IN RAMENGVRL X GO-
PAY *DIFFERENT* MUSIC VIDEO: A MULTIMODAL APPROACH**



BY

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**ENGLISH DEPARTMENT
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UNIVERSITAS AIRLANGGA**

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**Submitted in Partial Fulfillment of the Requirements for the Sarjana
Degree of English Department Faculty of Humanities Universitas
Airlangga**

BY

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**ENGLISH DEPARTMENT
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2022

DECLARATION

I declare that this undergraduate thesis submitted in partial fulfillment of the degree of Sarjana Humaniora (S. Hum) of the English Department Faculty of Humanities Universitas Airlangga is entirely my own work and has been solely the result of my own original research. Hereby, I confirm that:

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Surabaya, 5 January 2022



Alisa Lulailika Hidayatullah

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*This thesis is dedicated to
my beloved parents, myself,
and my dearest friends.*

APPROVAL SHEET

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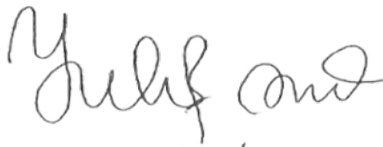
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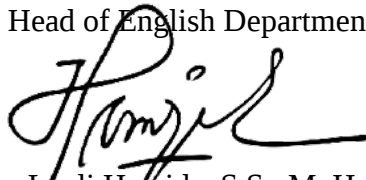


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“Everyone has a tomorrow. Sometimes we can stop like this. We can rest. Even when rain falls in our hearts. Then when this rain stops, we can just breathe and laugh again.”
- **Wendy Shon**

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ABSTRAK

Menjadi berbeda selalu dikorelasikan sebagai sesuatu yang buruk atau tidak normal. Menjadi wanita mandiri juga dianggap dengan sesuatu yang buruk di masyarakat. Perempuan mandiri telah menerima reputasi buruk di masyarakat terutama di negara yang sebagian besar konservatif dan patriarki seperti Indonesia. Menggunakan fenomena tersebut, Gojek membuat video musik untuk membantu mengedukasi masyarakat tentang konsep wanita mandiri dan memasukkan konsep tersebut ke dalam video musik kolaborasi mereka dengan Ramengvrl yang berjudul *DIFFERENT*. Penelitian ini bertujuan untuk menganalisis elemen multimodal yang ada di dalam video musik *DIFFERENT*. Penelitian ini menggunakan teori tata bahasa visual yang dikemukakan oleh Kress dan Leeuwen (2006) untuk menganalisis data visual. Penelitian ini juga menggunakan teori linguistik fungsional sistemik oleh Halliday dan Matthiessen (2014) untuk menganalisis data verbal. Hasil penelitian menunjukkan bahwa terdapat delapan elemen visual dalam video musik ini, yaitu proses konversi, proses aksi, proses simbolik, *framing*, pemilihan sudut, kontak, jarak sosial dan *saliency*. Elemen-elemen tersebut mewakili penggambaran wanita kaya-mandiri dalam video musik *DIFFERENT*. Perempuan mandiri harus mampu menentukan pilihannya sendiri dan tidak diperintah atau dikendalikan oleh orang lain, terutama laki-laki.

Keywords: *Multimodal, Penggambaran, Video Musik, Wanita Mandiri*

ABSTRACT

Being different always denotes as something bad or not normal. Being an independent woman also denotes with something bad in society. Independent women have received bad reputations in society especially in the largely conservative and patriarchal country like Indonesia. Using this phenomenon, *Gojek* made a music video to help educate people about the concept of an independent woman and put the concept into their music video collaboration with Ramengyrl entitled *DIFFERENT*. This study aims to analyze the multimodal elements in *DIFFERENT* music video. This study used the visual grammar theory proposed by Kress and Leeuwen (2006) to analyse the visual data. This study also used the systemic functional linguistic theory by Halliday and Matthiessen (2014) to analyse the verbal data. The result shows that there are eight visual elements in this music video, such as conversion process, action process, symbolic process, framing, selection of angles, contact, social distance and salience. Those elements represent the portrayal of rich-independent women in *DIFFERENT* music video. Independent women have to be able in deciding their own choice and not being ruled or controlled by someone else, especially by men.

Keywords: *Independent Women, Multimodality, Music Video, Portrayal*