

CHAPTER I

INTRODUCTION

1.1 Background of the Study

In the largely conservative and patriarchal Indonesia, feminism is an unpopular concept which represents a Western idea incompatible with the fabric of society. With the growing rise of religious conservatism in the country along with its toxic consequences—feminism has increasingly received a bad reputation. Religious fundamentalist groups have made the campaign positioned against “liberalism and feminism” central to their cause. Many Indonesians, especially women, still believe that the concept of feminism could destroy the traditional teaching of culture and religion (Magdalene). They believe that it is a concept of the Western world that will corrupt Indonesian women and turn them against their own men. In reality, feminist values can save them from the struggle to have their rights being respected and upheld.

From the dawn of the movement and until now, Indonesian feminists have struggled against the stereotypes that still thrive in society and continuously fighting for the women’s rights. Indonesian feminists want women to have the same rights for education, health care, legal access, economic opportunities, and to have the government recognize and create a space for women in the government’s decision-making process (The Jakarta Post). One of the effective ways to educate people about the concept of feminism is through the online platform. The writer found that one of the biggest multi-service platforms in Indonesia, *Gojek*, made a music video to promote one of their services called *Go-Pay*. They put the concept of independent women in this music video as the main concept.

Gojek is one of the biggest multi-service platforms in Indonesia. *Gojek* provides access to a wide range of services including transportation, payments, food delivery, logistics, and many more. Founded in 2010, *Gojek* started out as a call center with a fleet which consists

of only 20 motorcycle-taxi drivers (*ojek*). Since then, the app has evolved into a multi-service platform with more than 20 services today. One of the most popular services from them is their e-money service called *Go-Pay* which is a cashless payment platform or an e-wallet. In October 2017, *Go-Pay* transactions constituted of 30 percent of overall e-money transactions in Indonesia. In 2019, *Go-Pay* became Indonesia's fourth-biggest e-wallet services. Recently, *Go-Pay* made a collaboration with one of the famous Indonesian rappers, Ramengvrl.

Putri Soeharto or commonly known with her stage name, Ramengvrl, is one of the famous rappers in Indonesia and one of the most successful rapper girls in this era. Well-known for her quirky, unique and fashionable style, she first started her career by posting her songs in *Soundcloud*. She began to gain popularity in local hip hop communities. Later on, she released her first single “*I’m Da Man*” then followed by “*CA\$HMERE*” which brought her name to larger and bigger audience. In 2020, *Go-Pay* made a small collaboration with her to make a music video for *Go-Pay* advertisement, entitled “*Different*”.

In the music video, the writer found that there is an issue that being raised by *GoJek* and Ramengvrl through the lyrics employed. *Go-Jek* wants Ramengvrl to represent the “independent-women” portrayal through the lyrics and the music video. As this issue was being raised by *GoJek* and Ramengvrl, the lyrics will be analysed to find the Independent Women reference through the lyrics and music video from linguistics perspective. The *Different* music video will be analysed using multimodal theory by Kress and Leeuwen (2006).

Multimodality will be applied as the theoretical framework to analyse the multimodal elements in music video entitled “*Different*” by Ramengvrl. The multimodal theory proposed by Halliday and Matthiessen (2014) and Kress and Leeuwen (2006) are used to answer the research questions. Halliday and Matthiessen (2014) stated that systemic functional linguistic is seen as a semiotic mode which represents three metafunctions: the

ideational metafunction, the interpersonal metafunction, and the textual metafunction. The first aspect is ideational metafunction. Ideational metafunction deals with the process of interpreting experience and environment (Halliday and Matthiessen, 2014). The center of discussion on ideational metafunction is the verbal and textual function as a message, concerning *theme* and *rheme* (Halliday and Matthiessen, 2014). The other aspect is interpersonal metafunction. Interpersonal metafunction serves the functions of social interaction (Halliday and Matthiessen, 2014). The analysis of the interpersonal metafunction centers on different types of *mood* that has various interactive features (Halliday and Matthiessen, 2014). The last aspect is textual metafunction. Textual metafunction deals with the way a discourse is constructed in a text (Halliday and Matthiessen, 2014). The ability of a speaker to turn an entity or an experience in the real world into a meaning by using ideational metafunction and to communicate this meaning with others by using interpersonal metafunction is determined by the speaker's ability to construct a discourse by using textual metafunction (Halliday and Matthiessen, 2014).

Kress and Leeuwen have developed the linguistic approach on multimodality proposed by Halliday. Previously, Halliday (1994) stated that language is seen as a semiotic mode which represents three metafunctions in visual elements: the ideational metafunction, the interpersonal metafunction, and the textual metafunction. Kress and Leeuwen (2006) applied different terms and extended the three metafunctions of language into three semiotic modes in grammar visual design. They applied the terms such as: representational meaning instead of ideational metafunction, interactive meaning instead of interpersonal metafunction, and compositional meaning instead of textual metafunction.

The first aspect is representational meaning. Representational meaning mainly concerns on the representation of the object and their correlation in the space of the representational system (Kress and Leeuwen 2006). The other aspect is Interactive Meaning

or usually called as “non-verbal communication”. This aspect concerns on the interaction of the producer to viewers through images (Kress and Leeuwen 2006). The last one is Compositional Meaning. Kress and Leeuwen (2006) stated that compositional meaning is the way of the representational and interactive elements are connected to each other, and it gets integrated into a meaningful whole. The compositional meaning can be classified into three systems: information value, salience, and framing.

There have been many scholars who did the research about multimodal analysis on the advertisements. Napitulu, Bako, Ars, and Zein (2018) have conducted a study on multimodal entitled *A Multimodal Analysis of Advertisements of Online Marketplace Shopee*. The aim of the study is to know the multimodal elements that is used for the advertisement. This study used text verbal analysis theory in language metafunction such as: ideational, interpersonal, and textual metafunction proposed by Halliday (1994). The writers also used multimodal theory by Kress and Leeuwen (1996, 2006) and Cheong (2004). The result showed that the *Shopee* advertisements were formed by the following generic structures: (1) the core, (2) appearance, (3) symbol (verbal), (4) announcement, (5) emblem (non-verbal), (6) labels in which the core of this advertisement is the *Shopee* cart image that zooms into larger than all the images in the image.

Purwitarini (2018) also have conducted a study about multimodal entitled *A Multimodal Analysis of AXE IS IT OK FOR GUYS..? Advertisements*. This study is aimed to reveal the message from the *AXE* campaign. The campaign was studied using multimodal theory. This study employed multimodal theory by Kress and Leeuwen (2006). Meanwhile for the analysis of language is supported by Kiestling in men’s language use (2007). The result from this study showed that there are some scenes in the advertisements which represent implicit meaning that men also got some issues. The issues that being conveyed in the advertisements were not always related to the inequality in gender discussion.

The differences between the current study and two previous studies are on the object and the purpose of the study. The issue that is being raised through the lyrics and the music video also become the gap of this study and the three previous study. This study will use the Ramengvrl x *Go-Pay* music video entitled “*Different*” as the object of the study. The writer will analyse the multimodal elements used in the music video and disclose the meaning of “Independent Women” portrayed in the song from the lyrics.

1.2 Statements of the Problem

Based on the background of the study, the writer formulates the statements of the problem as:

1. What multimodal elements are used in the Ramengvrl x *Go-Pay Different* music video?
2. How is the Independent Women portrayed in Ramengvrl x *Go-Pay Different* music video?

1.3 Objectives of the Study

According to the statements above, the writer formulates the objectives of the study as:

1. To determine the multimodal elements that used in Ramengvrl x *Go-Pay “Different”* music video.
2. To know how the Independent Women portrayed in Ramengvrl x *Go-Pay Different* music video.

1.4 The Significance of the Study

This study is expected to result in both theoretical and practical contribution. Theoretically, the significance of this study is to increase knowledge in Discourse Analysis field studies, especially in Multimodality. This study also expected to give more knowledge about feminism, especially about independent women issue portrayed from the music video.

On the other hand, the practical contribution of this study is to help more advertising agencies to create more “music video” inspired by the current issue that happened around us and using multimodal elements to attract more or larger audience.

1.5 Scope and Limitation

The main focus in this research is the elements of multimodality that are used in this music video. The writer will only analyse the music video from images, sounds, and color aspects. Furthermore, the lyrics will be investigated to know the portrayal of independent women for this advertisement in the form of music video.

1.6 Definition of Key Terms

- *Go-Pay*: a cashless payment platform or an e-wallet service provided by GoJek Indonesia (*gojek.com*).
- Independent Women: a condition when a woman can express her opinion and feel the social freedom without being pressed by men or society (Tyson 2006).
- Multimodality: A text or message by which humans can communicate in normal condition by using various modes (Kress, 2010).
- Music Video: a short film or video that is used to accompany a piece of music using a wide range of styles of film-making techniques, including animation, live-action filming, documentaries, and non-narrative approaches such as abstract film (Andrew Goodwin 1992).
- Portrayal: the way someone or something described or represented in a painting, film, book, or other artistic work (Cambridge Dictionary).