

**THE REPRESENTATION OF AFRICAN AMERICAN WOMEN IN  
BEYONCE'S *FLAWLESS* MUSIC VIDEO (2013)**

**AN UNDERGRADUATE THESIS**



By

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**ENGLISH DEPARTMENT  
FACULTY OF HUMANITIES  
UNIVERSITAS AIRLANGGA  
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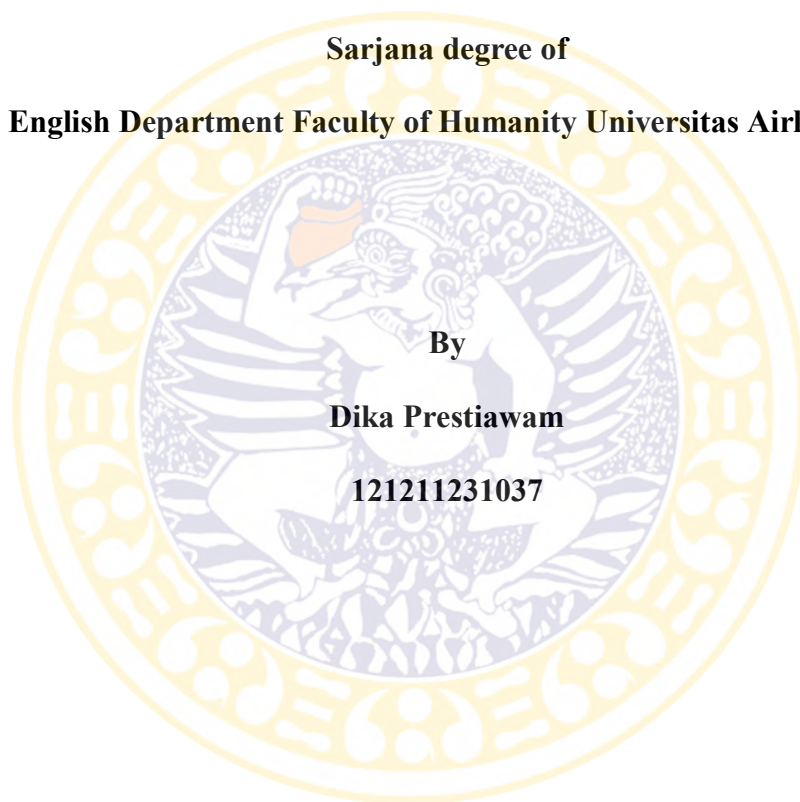
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**Submitted as partial fulfillment of the requirements for the**

**Sarjana degree of**

**English Department Faculty of Humanity Universitas Airlangga**



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**2016**

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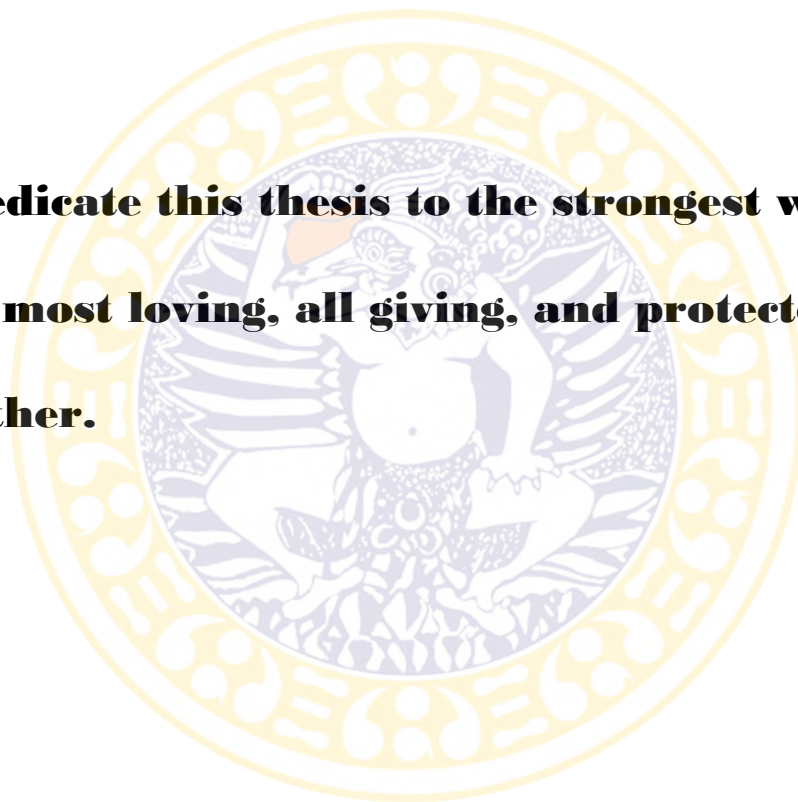
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**I dedicate this thesis to the strongest woman,  
the most loving, all giving, and protector, my  
mother.**



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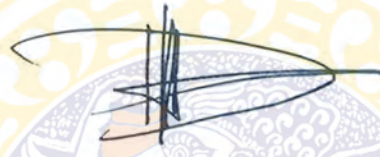
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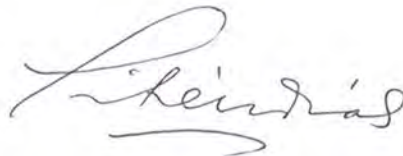
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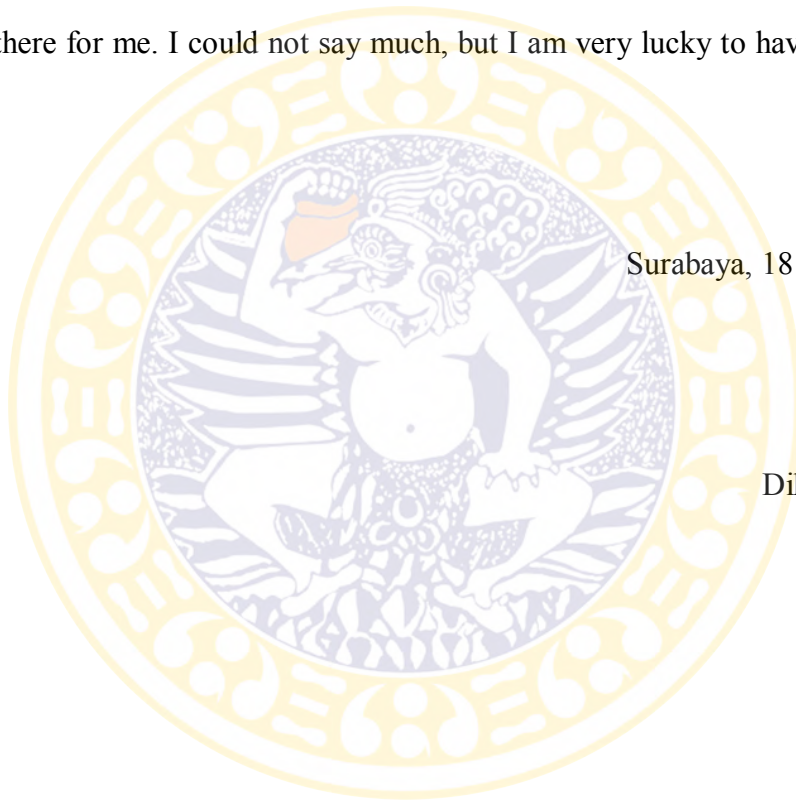
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Surabaya, 18 January 2016

Dika Prestiawan





**IF EVERYTHING WAS PERFECT, YOU WOULD  
NEVER LEARN AND YOU WOULD NEVER GROW  
- BEYONCE**

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## ABSTRACT

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African American women stereotypes and racial injustice have been vigorous racial issue in America. African American women are oppressed by the domination of White men in significant ways. However, African American women make strategies in order to resist from White male domination. A music video today is a tool to share about the phenomena in our surroundings. *Flawless* is a music video representing Beyonce and Girls Tyme who attempt to challenge White band group, Skeleton Grooves. A Nigerian feminist writer, Chimamanda also emphasizes the women empowerment messages through her speech. This study aims to reveal the representation of African American women and racial relation between African American women and White men in *Flawless* music video. In the analysis of the study, Roland Barthes's semiotics theory and Patricia Hill Collins's womanism theory are used. This study also uses qualitative approach as the method of the study. The finding shows that Chimamanda, Beyonce, and Girls Tyme are depicted as tough, independent, and self-confident to survive from White male domination, Skeleton Grooves. However, there are still African American women stereotypes that position White superior to African American women. Racial relation issues reinforce that Beyonce and Girls Tyme affirm the superiority of White and double marginalization and its restrictions seem to happen. In conclusion, the superiority of White is still very dominant in many sections of life.

**Keywords:** *African American Women; Flawless Music Video; Racial Relation; Semiotics; Womanism*